# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | CBS NFL PLAYOFF POST(S) | 36.1 | 28,090 |
| 2 | DALLAS | 35.0 | 27,230 |
| 3 | CBS NFL CHAMPIONSHIP GAME(S) | 34.9 | 27,150 |
| 4 | CBS NFL PLAYOFF GAME(S) | 34.8 | 27,070 |
| 5 | NFL PLAYOFF GM-SUN.(S) | 31.5 | 24,510 |
| 6 | 60 MINUTES | 29.5 | 22,950 |
| 7 | DUKES OF HAZZARD | 29.4 | 22,870 |
| 8 | NFL PLAYOFF GM-SUN(S) | 29.2 | 22,720 |
| 9 | LOVE BOAT | 26.2 | 20,380 |
| 10 | M*A*S*H | 26.1 | 20,310 |
| 11 | CBS NFL CHAMPIONSHIP POST(S) | 25.7 | 19,990 |
| 12 | JEFFERSONS | 24.6 | 19,140 |
| 13 | ALICE | 24.1 | 18,750 |
| 13 | CBS NFL PLAYOFF-SAT.(S) | 24.1 | 18,750 |
| 13 | ORANGE BOWL GAME(S) | 24.1 | 18,750 |
| 16 | FANTASY ISLAND | 24.0 | 18,670 |
| 17 | NFL PLAYOFF GAME-SAT(S) | 23.8 | 18,520 |
| 17 | ONE DAY AT A TIME | 23.8 | 18,520 |
| 19 | SUGAR BOWL GAME(S) | 23.3 | 18,130 |
| 20 | HOUSE CALLS | 22.9 | 17,820 |
| 21 | ARCHIE BUNKER'S PLACE | 22.7 | 17,660 |
| 22 | LITTLE HOUSE-PRAIRIE | 22.2 | 17,270 |
| 23 | NBC TUESDAY MOVIE(S) | 22.0 | 17,120 |
| 24 | ROSE BOWL GAME(S) | 21.9 | 17,040 |

CONT'D

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | CBS NFL PLAYOFF POST(S) | 27.2 | 56,780 |
| 2 | DALLAS | 24.9 | 51,900 |
| 3 | DUKES OF HAZZARD | 24.2 | 50,540 |
| 4 | NFL PLAYOFF GM-SUN.(S) | 24.2 | 50,510 |
| 5 | CBS NFL CHAMPIONSHIP GAME(S) | 24.1 | 50,300 |
| 6 | CBS NFL PLAYOFF GAME(S) | 23.7 | 49,390 |
| 7 | LOVE BOAT | 20.6 | 43,010 |
| 8 | 60 MINUTES | 20.5 | 42,800 |
| 9 | M*A*S*H | 19.8 | 41,390 |
| 10 | NFL PLAYOFF GM-SUN(S) | 18.0 | 37,580 |
| 11 | LITTLE HOUSE-PRAIRIE | 17.9 | 37,330 |
| 12 | JEFFERSONS | 17.8 | 37,160 |
| 13 | CHIPS | 17.5 | 36,540 |
| 14 | FANTASY ISLAND | 17.2 | 35,970 |
| 15 | ALICE | 17.2 | 35,920 |
| 16 | ORANGE BOWL GAME(S) | 17.2 | 35,850 |
| 17 | CBS NFL CHAMPIONSHIP POST(S) | 17.1 | 35,680 |
| 18 | ONE DAY AT A TIME | 17.0 | 35,470 |
| 19 | ENOS# | 17.0 | 35,390 |
| 20 | HOUSE CALLS | 15.9 | 33,220 |
| 21 | ARCHIE BUNKER'S PLACE | 15.9 | 33,170 |
| 22 | NBC TUESDAY MOVIE(S) | 15.9 | 33,140 |
| 23 | LAVERNE & SHIRLEY | 15.7 | 32,810 |

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | TRAPPER JOHN, M.D. | 21.7 | 16,880 |
| 26 | THREE'S COMPANY | 21.3 | 16,570 |
| 27 | NBC MONDAY NIGHT MOVIES | 20.9 | 16,260 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 30.5 | 24,840 |
| 2 | CBS NFL PLAYOFF POST(S) | 24.5 | 19,940 |
| 3 | 60 MINUTES | 23.2 | 18,910 |
| 4 | LOVE BOAT | 22.6 | 18,400 |
| 5 | DUKES OF HAZZARD | 22.5 | 18,340 |
| 6 | M*A*S*H | 22.2 | 18,070 |
| 7 | JEFFERSONS | 21.4 | 17,480 |
| 8 | ALICE | 20.6 | 16,790 |
| 9 | LITTLE HOUSE-PRAIRIE | 20.4 | 16,660 |
| 10 | ONE DAY AT A TIME | 20.2 | 16,430 |
| 11 | HOUSE CALLS | 19.7 | 16,050 |
| 12 | FANTASY ISLAND | 19.4 | 15,830 |
| 13 | NFL PLAYOFF GM-SUN.(S) | 19.1 | 15,580 |
| 14 | ARCHIE BUNKER'S PLACE | 19.1 | 15,540 |
| 15 | CBS NFL CHAMPIONSHIP GAME(S) | 18.8 | 15,310 |
| 16 | KNOTS LANDING | 18.2 | 14,810 |
| 16 | WALTONS | 18.2 | 14,810 |
| 18 | TRAPPER JOHN, M.D. | 18.1 | 14,770 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | CBS NFL PLAYOFF GAME(S) | 35.8 | 26,230 |
| 2 | CBS NFL CHAMPIONSHIP GAME(S) | 34.3 | 25,190 |
| 3 | CBS NFL PLAYOFF POST(S) | 34.3 | 25,140 |
| 4 | NFL PLAYOFF GM-SUN.(S) | 31.8 | 23,300 |
| 5 | NFL PLAYOFF GM-SUN(S) | 29.5 | 21,680 |
| 6 | ORANGE BOWL GAME(S) | 25.4 | 18,620 |
| 7 | 60 MINUTES | 24.4 | 17,910 |
| 8 | DALLAS | 23.8 | 17,480 |
| 9 | SUGAR BOWL GAME(S) | 23.3 | 17,070 |
| 10 | CBS NFL CHAMPIONSHIP POST(S) | 23.2 | 17,030 |
| 11 | ROSE BOWL GAME(S) | 22.9 | 16,830 |
| 12 | NFL PLAYOFF GAME-SAT(S) | 22.6 | 16,570 |
| 13 | CBS NFL PLAYOFF-SAT.(S) | 21.9 | 16,090 |
| 14 | DUKES OF HAZZARD | 21.0 | 15,380 |
| 15 | NBC TUESDAY MOVIE(S) | 19.7 | 14,460 |
| 16 | NFL '80-SUN.(S) | 18.4 | 13,490 |
| 17 | LOVE BOAT | 18.1 | 13,250 |
| 18 | M*A*S*H | 18.0 | 13,200 |
| 19 | JEFFERSONS | 17.4 | 12,800 |
| 20 | 20/20# | 17.1 | 12,570 |
| 21 | CHIPS | 17.1 | 12,520 |
| 22 | ABC SUNDAY NIGHT MOVIE | 17.0 | 12,480 |
| 23 | ALICE | 16.8 | 12,320 |
| 24 | ONE DAY AT A TIME | 16.7 | 12,220 |

CONT'D

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|

### MEN (18+)

CONT'D

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 25 | BIG EVENT | 16.4 | 12,060 |
| 26 | FANTASY ISLAND | 16.4 | 12,030 |
| 27 | ARCHIE BUNKER'S PLACE | 16.3 | 11,970 |
| 28 | FLAMINGO ROAD# | 16.2 | 11,880 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 28.2 | 14,350 |
| 2 | LOVE BOAT | 22.6 | 11,510 |
| 3 | M*A*S*H | 21.8 | 11,110 |
| 4 | FANTASY ISLAND | 21.1 | 10,730 |
| 5 | NFL PLAYOFF GM-SUN.(S) | 20.4 | 10,360 |
| 6 | CBS NFL PLAYOFF POST(S) | 20.3 | 10,320 |
| 7 | DUKES OF HAZZARD | 19.9 | 10,130 |
| 8 | JEFFERSONS | 18.2 | 9,260 |
| 9 | BIG EVENT | 18.2 | 9,230 |
| 10 | HOUSE CALLS | 17.8 | 9,030 |
| 11 | CHIPS | 17.7 | 8,980 |
| 12 | 60 MINUTES | 17.4 | 8,870 |
| 13 | KNOTS LANDING | 17.4 | 8,860 |
| 14 | ALICE | 17.3 | 8,820 |
| 15 | LITTLE HOUSE-PRAIRIE | 17.2 | 8,740 |
| 16 | ONE DAY AT A TIME | 17.2 | 8,730 |
| 17 | CBS NFL CHAMPIONSHIP GAME(S) | 17.1 | 8,670 |
| 18 | MAGNUM, P.I.# | 16.9 | 8,600 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 33.7 | 8,370 |
| 2 | 60 MINUTES | 33.7 | 8,360 |
| 3 | CBS NFL PLAYOFF POST(S) | 31.7 | 7,870 |
| 4 | WALTONS | 28.1 | 6,970 |
| 5 | JEFFERSONS | 27.9 | 6,910 |
| 6 | DUKES OF HAZZARD | 27.3 | 6,770 |
| 7 | LITTLE HOUSE-PRAIRIE | 26.9 | 6,680 |
| 8 | ALICE | 26.9 | 6,670 |
| 9 | ARCHIE BUNKER'S PLACE | 26.2 | 6,500 |
| 10 | ONE DAY AT A TIME | 25.8 | 6,400 |
| 11 | REAL PEOPLE | 23.1 | 5,720 |
| 12 | BARBARA MANDRELL | 23.0 | 5,710 |
| 13 | HOUSE CALLS | 22.7 | 5,640 |
| 14 | LOVE BOAT | 22.5 | 5,580 |
| 15 | M*A*S*H | 22.4 | 5,550 |
| 16 | TOURNAMENT-ROSES PARADE(S) | 22.0 | 5,470 |
| 17 | TRAPPER JOHN, M.D. | 22.0 | 5,460 |

### MEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | CBS NFL PLAYOFF GAME(S) | 34.9 | 16,970 |
| 2 | CBS NFL CHAMPIONSHIP GAME(S) | 30.9 | 15,040 |
| 3 | NFL PLAYOFF GM-SUN.(S) | 30.5 | 14,820 |
| 4 | CBS NFL PLAYOFF POST(S) | 30.3 | 14,750 |
| 5 | NFL PLAYOFF GM-SUN(S) | 30.0 | 14,570 |
| 6 | ORANGE BOWL GAME(S) | 23.3 | 11,310 |
| 7 | DALLAS | 22.4 | 10,880 |
| 8 | SUGAR BOWL GAME(S) | 21.2 | 10,320 |
| 9 | NBC TUESDAY MOVIE(S) | 20.8 | 10,120 |
| 10 | NFL PLAYOFF GAME-SAT(S) | 20.5 | 9,980 |
| 11 | CBS NFL CHAMPIONSHIP POST(S) | 20.3 | 9,880 |
| 12 | ROSE BOWL GAME(S) | 20.1 | 9,770 |
| 13 | CBS NFL PLAYOFF-SAT.(S) | 19.4 | 9,450 |
| 14 | 60 MINUTES | 19.2 | 9,330 |
| 15 | DUKES OF HAZZARD | 19.0 | 9,250 |
| 16 | CHIPS | 18.8 | 9,150 |
| 17 | NFL '80-SUN.(S) | 18.3 | 8,910 |
| 18 | BIG EVENT | 17.7 | 8,620 |
| 19 | LOVE BOAT | 17.6 | 8,570 |
| 20 | ABC SUNDAY NIGHT MOVIE | 17.3 | 8,410 |
| 21 | 20/20# | 16.9 | 8,220 |
| 22 | M*A*S*H | 16.7 | 8,120 |
| 23 | CBS NFL CHAMPIONSHIP PRE(S) | 16.4 | 7,970 |
| 24 | FANTASY ISLAND | 16.3 | 7,940 |

CONT'D

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | CBS NFL PLAYOFF POST(S) | 38.3 | 7,410 |
| 2 | CBS NFL CHAMPIONSHIP GAME(S) | 38.3 | 7,400 |
| 3 | 60 MINUTES | 35.6 | 6,890 |
| 4 | CBS NFL PLAYOFF GAME(S) | 35.5 | 6,860 |
| 5 | NFL PLAYOFF GM-SUN.(S) | 33.2 | 6,420 |
| 6 | CBS NFL CHAMPIONSHIP POST(S) | 27.7 | 5,360 |
| 7 | NFL PLAYOFF GM-SUN(S) | 27.7 | 5,350 |
| 7 | ORANGE BOWL GAME(S) | 27.7 | 5,350 |
| 9 | ARCHIE BUNKER'S PLACE | 27.5 | 5,310 |
| 10 | ROSE BOWL GAME(S) | 27.4 | 5,290 |
| 11 | CBS NFL PLAYOFF-SAT.(S) | 27.3 | 5,270 |
| 12 | SUGAR BOWL GAME(S) | 26.4 | 5,100 |
| 13 | DALLAS | 26.2 | 5,060 |
| 14 | ONE DAY AT A TIME | 25.9 | 5,000 |
| 15 | NFL PLAYOFF GAME-SAT(S) | 25.7 | 4,970 |
| 16 | DUKES OF HAZZARD | 24.8 | 4,800 |
| 17 | JEFFERSONS | 24.8 | 4,790 |
| 18 | ALICE | 24.4 | 4,720 |
| 19 | LOBO | 23.3 | 4,510 |
| 20 | TOURNAMENT-ROSES PARADE(S) | 21.8 | 4,220 |
| 21 | BARBARA MANDRELL | 20.9 | 4,040 |
| 22 | CBS EVENING NEWS-CRONKITE | 20.5 | 3,960 |
| 23 | LITTLE HOUSE-PRAIRIE | 20.4 | 3,940 |
| 24 | WALTONS | 20.1 | 3,890 |

CONT'D

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# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | BARNEY MILLER# | 15.6 | 7,590 |
| 26 | HART TO HART# | 15.2 | 7,410 |
| 27 | ENOS# | 14.9 | 7,230 |
| 28 | MAGNUM, P.I.# | 14.8 | 7,180 |
| 29 | NBC MONDAY NIGHT MOVIES | 14.6 | 7,100 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | M*A*S*H | 20.0 | 3,860 |
| 26 | NBC NIGHTLY NEWS | 19.8 | 3,820 |
| 27 | FLAMINGO ROAD# | 19.2 | 3,710 |

## NOTES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 8 | 199 | 191 | A | 13.3 | 21 | 1035 | 1840 | 689 | 303 | 793 | 386 | 554 | 442 | 306 | 182 | 653 | 360 | 480 | 433 | 230 | 114^ | 194 | 122 | 200 | 141 |
| FRI. 9.00P 120 ABC FF | | 99 | 96 | B | 13.9 | 22 | 1081 | 1862 | 688 | 305 | 788 | 347 | 531 | 456 | 348 | 196 | 665 | 289 | 454 | 430 | 307 | 153 | 216 | 110 | 193 | 139 |
| 9.00 - 9.30 | | | | A | 13.7 | 22 | 1066 | 1778 | 721 | 297 | 832 | 380 | 551 | 429 | 306 | 233 | 571 | 311 | 391 | 371 | 190 | 120 | 159 | 120 | 216 | 140 |
| 9.30 - 10.00 | | | | A | 13.7 | 22 | 1066 | 1762 | 694 | 293 | 821 | 399 | 569 | 435 | 302 | 205 | 584 | 316 | 407 | 387 | 204 | 115 | 164 | 112^ | 193 | 133 |
| 10.00 - 10.30 | | | | A | 12.8 | 21 | 996 | 1917 | 696 | 316 | 788 | 387 | 562 | 464 | 326 | 157 | 723 | 410 | 547 | 480 | 252 | 111^ | 213 | 125 | 193 | 139 |
| 10.30 - 11.00 | | | | A | 13.0 | 22 | 1011 | 1901 | 640 | 299 | 722 | 374 | 528 | 435 | 291 | 133 | 746 | 409 | 582 | 500 | 276 | 111^ | 240 | 130 | 193 | 150 |
| ABC MONDAY NIGHT MOVIE | 1 | | 193 | A | 17.7 | 26 | 1377 | 1665 | 681 | 341 | 756 | 320 | 532 | 500 | 376 | 146^ | 724 | 271 | 409 | 429 | 378 | 207 | 84^ | 45^ | 101^ | 34v |
| 2 MON. 9.00P 120 ABC FF | | | 98 | B | 17.7 | 26 | 1377 | 1665 | 681 | 341 | 756 | 320 | 532 | 500 | 376 | 146 | 724 | 271 | 409 | 429 | 378 | 207 | 84 | 45 | 101 | 34 |
| 9.00 - 9.30 | | | | A | 17.7 | 25 | 1377 | 1723 | 649 | 339 | 763 | 299 | 503 | 452 | 372 | 191 | 736 | 239 | 372 | 398 | 383 | 245 | 99^ | 63^ | 125^ | 58^ |
| 9.30 - 10.00 | | | | A | 17.8 | 25 | 1385 | 1687 | 697 | 350 | 764 | 300 | 524 | 506 | 400 | 159^ | 729 | 250 | 401 | 440 | 408 | 201 | 134^ | 75^ | 60^ | 25v |
| 10.00 - 10.30 | | | | A | 18.1 | 27 | 1408 | 1673 | 724 | 352 | 786 | 361 | 585 | 547 | 373 | 124^ | 731 | 298 | 437 | 457 | 371 | 189 | 46^ | 19v | 110^ | 26v |
| 10.30 - 11.00 | | | | A | 17.2 | 27 | 1338 | 1561 | 652 | 321 | 710 | 317 | 512 | 492 | 356 | 113^ | 698 | 297 | 423 | 421 | 350 | 189 | 44^ | 19v | 109^ | 29v |
| ABC NEWS CLOSEUP-TUE.(S) | | 198 | | A | 10.5 | 17 | 817 | 1823 | 821 | 367 | 895 | 332 | 527 | 444 | 393 | 294 | 669 | 198^ | 384 | 406 | 359 | 232^ | 125^ | 59v | 134^ | 96^ |
| 1 TUE. 10.00P 60 ABC DN | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 11.0 | 17 | 856 | 1869 | 805 | 375 | 868 | 342 | 529 | 437 | 376 | 264^ | 662 | 189^ | 387 | 421 | 360 | 215^ | 168^ | 88^ | 171^ | 128^ |
| 10.30 - 11.00 | | | | A | 10.1 | 17 | 786 | 1740 | 825 | 348 | 906 | 313 | 515 | 444 | 405 | 320 | 666 | 207^ | 377 | 385 | 348 | 245^ | 78v | 27v | 90^ | 59v |
| ABC NEWS CLOSEUP-THU.(S) | | 196 | | A | 12.2 | 20 | 949 | 1764 | 700 | 306 | 762 | 282 | 524 | 477 | 402 | 176^ | 844 | 399 | 605 | 526 | 370 | 152^ | 69^ | 34v | 89^ | 29v |
| 1 THU. 9.30P 90 ABC DN | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 11.8 | 18 | 918 | 1901 | 701 | 261 | 756 | 281 | 498 | 473 | 393 | 194^ | 910 | 458 | 680 | 540 | 388 | 152^ | 104^ | 58v | 131^ | 41v |
| 10.00 - 10.30 | | | | A | 13.2 | 21 | 1027 | 1743 | 701 | 331 | 767 | 306 | 549 | 498 | 398 | 163^ | 842 | 387 | 582 | 528 | 368 | 169^ | 56v | 20v | 78^ | 26v |
| 10.30 - 11.00 | | | | A | 11.6 | 20 | 902 | 1646 | 697 | 326 | 761 | 252^ | 517 | 455 | 418 | 176^ | 773 | 350 | 546 | 505 | 351 | 135^ | 53v | 25v | 59v | 24v |
| ABC NEWSBRIEF-M-F | 68 | 185 | 192 | A | 16.7 | 25 | 1299 | 1918 | 768 | 334 | 831 | 338 | 518 | 463 | 364 | 247 | 658 | 263 | 413 | 401 | 309 | 169 | 205 | 117 | 224 | 161 |
| 1 M & F 8.58P 1 ABC N | | 96 | 98 | B | 16.9 | 26 | 1315 | 1796 | 701 | 289 | 770 | 299 | 465 | 411 | 342 | 241 | 652 | 264 | 409 | 368 | 289 | 192 | 177 | 89 | 197 | 141 |
| 1 TU & W 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 9.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU-TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 14 | 196 | 189 | A | 25.8 | 41 | 2007 | 2111 | 828 | 391 | 912 | 393 | 581 | 500 | 367 | 268 | 652 | 276 | 420 | 382 | 285 | 186 | 180 | 106 | 367 | 272 |
| SAT. 9.58P 1 ABC N | | 98 | 98 | B | 22.7 | 38 | 1766 | 2010 | 795 | 320 | 877 | 344 | 533 | 462 | 368 | 282 | 575 | 229 | 354 | 310 | 247 | 181 | 225 | 137 | 333 | 253 |
| ABC NEWSBRIEF-SUN. | 14 | 196 | 197 | A | 17.7 | 25 | 1377 | 1890 | 655 | 279 | 730 | 248 | 423 | 359 | 376 | 233 | 695 | 278 | 414 | 382 | 361 | 173 | 276 | 144 | 189 | 132 |
| SUN. 8.58P 1 ABC N | | 98 | 98 | B | 15.6 | 23 | 1214 | 1995 | 696 | 300 | 770 | 305 | 477 | 411 | 342 | 227 | 692 | 275 | 443 | 385 | 326 | 197 | 218 | 110 | 315 | 209 |
| ABC SUNDAY NIGHT MOVIE | 13 | 201 | 200 | A | 18.9 | 28 | 1470 | 1786 | 616 | 308 | 679 | 250 | 450 | 414 | 371 | 158 | 850 | 366 | 573 | 513 | 407 | 189 | 193 | 72^ | 64^ | 41^ |
| 1 SUN. 9.00P 124 ABC FF | | 99 | 99 | B | 20.1 | 30 | 1564 | 1914 | 734 | 341 | 815 | 368 | 574 | 472 | 365 | 180 | 710 | 325 | 498 | 436 | 314 | 155 | 221 | 100 | 168 | 124 |
| 2 SUN. 9.00P 114 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.0 | 25 | 1400 | 1889 | 698 | 321 | 757 | 264 | 491 | 451 | 404 | 191 | 812 | 329 | 514 | 488 | 410 | 194 | 205 | 82^ | 115 | 66^ |
| 9.30 - 10.00 | | | | A | 18.6 | 26 | 1447 | 1827 | 626 | 304 | 692 | 258 | 460 | 431 | 376 | 155 | 859 | 360 | 566 | 532 | 418 | 194 | 191 | 70^ | 85 | 51^ |
| 10.00 - 10.30 | | | | A | 19.4 | 29 | 1509 | 1704 | 567 | 293 | 630 | 232 | 417 | 385 | 356 | 145 | 841 | 364 | 581 | 516 | 407 | 177 | 194 | 74^ | 39^ | 25^ |
| 10.30 - 11.00 | | | | A | 19.8 | 31 | 1540 | 1737 | 576 | 315 | 644 | 250 | 437 | 389 | 351 | 141 | 882 | 403 | 620 | 516 | 403 | 192 | 185 | 60^ | 26^ | 26^ |
| ABC WORLD NEWS TONIGHT | 69 | 199 | 202 | A | 13.9 | 23 | 1081 | 1711 | 687 | 249 | 795 | 198 | 371 | 364 | 414 | 356 | 677 | 174 | 330 | 359 | 366 | 267 | 92 | 54 | 147 | 87 |
| M-F 6.30P 30 ABC N | | 99 | 99 | B | 12.4 | 22 | 965 | 1643 | 683 | 229 | 768 | 189 | 327 | 318 | 370 | 372 | 652 | 176 | 309 | 324 | 325 | 272 | 95 | 51 | 128 | 75 |
| ABC WRLD NEWS TONIGHT-SUN | 13 | 153 | 154 | A | 8.9 | 14 | 692 | 1769 | 840 | 199 | 890 | 206 | 388 | 352 | 364 | 465 | 582 | 177 | 250 | 223 | 239 | 281 | 138^ | 46^ | 159^ | 93^ |
| SUN. 6.30P 30 ABC N | | 86 | 86 | B | 8.3 | 14 | 646 | 1685 | 758 | 255 | 808 | 188 | 342 | 355 | 359 | 394 | 636 | 174 | 287 | 273 | 268 | 294 | 97 | 48 | 144 | 87 |
| ALICE | 9 | 198 | 195 | A | 24.1 | 33 | 1875 | 1916 | 835 | 349 | 897 | 270 | 472 | 443 | 426 | 356 | 655 | 196 | 349 | 350 | 323 | 251 | 207 | 119 | 157 | 105 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALICE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SUN. 9.24P 30 CBS CS | | 99 | 99 | B | 24.4 | 35 | 1898 | 1856 | 827 | 291 | 906 | 252 | 442 | 417 | 411 | 396 | 605 | 158 | 293 | 290 | 291 | 265 | 156 | 84 | 189 | 133 |
| 2 SUN. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ARCHIE BUNKER'S PLACE | 10 | 197 | 196 | A | 22.7 | 32 | 1766 | 1878 | 801 | 350 | 879 | 248 | 436 | 417 | 413 | 368 | 676 | 191 | 323 | 317 | 310 | 301 | 164 | 94 | 159 | 95 |
| 1 SUN. 8.24P 30 CBS CS | | 99 | 99 | B | 23.0 | 33 | 1789 | 1850 | 799 | 287 | 884 | 229 | 405 | 389 | 409 | 403 | 663 | 159 | 302 | 311 | 335 | 300 | 130 | 71 | 173 | 123 |
| 2 SUN. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BARBARA MANDRELL | 6 | 193 | 187 | A | 18.8 | 30 | 1463 | 2103 | 846 | 323 | 929 | 256 | 466 | 427 | 450 | 389 | 734 | 208 | 406 | 402 | 396 | 275 | 146 | 64^ | 294 | 197 |
| SAT. 8.00P 60 NBC GV | | 98 | 94 | B | 17.5 | 29 | 1362 | 1957 | 801 | 306 | 897 | 229 | 441 | 415 | 443 | 376 | 711 | 192 | 376 | 360 | 374 | 284 | 113 | 49 | 236 | 152 |
| 8.00 - 8.30 | | | | A | 18.0 | 29 | 1400 | 2124 | 838 | 319 | 932 | 263 | 469 | 414 | 450 | 399 | 763 | 232 | 427 | 395 | 401 | 287 | 139 | 56^ | 290 | 199 |
| 8.30 - 9.00 | | | | A | 19.6 | 31 | 1525 | 2077 | 853 | 324 | 924 | 247 | 461 | 434 | 451 | 384 | 706 | 187 | 385 | 401 | 389 | 267 | 150 | 71^ | 297 | 195 |
| BARNEY MILLER | 7 | | 199 | A | 19.5 | 30 | 1517 | 1976 | 697 | 300 | 765 | 354 | 502 | 405 | 290 | 212 | 700 | 344 | 500 | 456 | 302 | 135^ | 263 | 129^ | 248 | 169 |
| 2 THU. 9.00P 30 ABC CS | | | 99 | B | 18.8 | 30 | 1463 | 1828 | 716 | 303 | 802 | 334 | 503 | 420 | 339 | 234 | 627 | 261 | 418 | 362 | 278 | 172 | 184 | 92 | 215 | 166 |
| BENSON | 9 | 200 | 197 | A | 18.5 | 29 | 1439 | 1972 | 788 | 328 | 854 | 262 | 497 | 485 | 450 | 282 | 539 | 192 | 290 | 315 | 274 | 168 | 282 | 172 | 297 | 224 |
| FRI. 8.00P 30 ABC CS | | 97 | 97 | B | 17.2 | 28 | 1338 | 1839 | 766 | 305 | 837 | 254 | 442 | 430 | 421 | 309 | 544 | 167 | 283 | 285 | 280 | 200 | 212 | 116 | 246 | 176 |
| BIG EVENT | 15 | 200 | 202 | A | 19.8 | 30 | 1540 | 2091 | 792 | 354 | 886 | 401 | 598 | 502 | 387 | 213 | 782 | 335 | 561 | 542 | 382 | 150 | 235 | 118 | 188 | 152 |
| 1 SUN. 9.00P 120 NBC FV | | 99 | 99 | B | 19.6 | 30 | 1525 | 1883 | 716 | 316 | 795 | 318 | 516 | 461 | 371 | 208 | 772 | 313 | 524 | 467 | 376 | 188 | 162 | 74 | 154 | 105 |
| 2 SUN. 9.36P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 22.2 | 31 | 1727 | 2191 | 888 | 374 | 955 | 357 | 572 | 491 | 429 | 326 | 736 | 269 | 497 | 495 | 386 | 173 | 220 | 119^ | 280 | 194 |
| 9.30 - 10.00 | | | | A | 20.3 | 28 | 1579 | 2213 | 840 | 367 | 923 | 392 | 611 | 525 | 414 | 239 | 795 | 332 | 562 | 558 | 396 | 155 | 259 | 131 | 236 | 183 |
| 10.00 - 10.30 | | | | A | 20.2 | 30 | 1572 | 2067 | 779 | 352 | 871 | 406 | 594 | 498 | 374 | 201 | 784 | 333 | 561 | 544 | 387 | 153 | 239 | 122 | 173 | 150 |
| 10.30 - 11.00 | | | | A | 20.2 | 32 | 1572 | 2053 | 781 | 351 | 883 | 423 | 620 | 497 | 374 | 193 | 790 | 341 | 558 | 538 | 384 | 156 | 218 | 115 | 162 | 145 |
| 11.00 - 11.30 | | | | A | 16.1 | 31 | 1253 | 1860 | 617 | 311 | 757 | 415 | 567 | 479 | 327 | 83^ | 798 | 422 | 630 | 556 | 329 | 103^ | 237 | 84^ | 68^ | 68^ |
| BOSOM BUDDIES | 6 | 194 | 197 | A | 19.0 | 29 | 1478 | 2095 | 692 | 347 | 764 | 337 | 542 | 442 | 342 | 169 | 609 | 295 | 458 | 383 | 256 | 111 | 318 | 183 | 404 | 293 |
| THU. 8.30P 30 ABC CS | | 99 | 98 | B | 17.9 | 28 | 1393 | 2037 | 662 | 326 | 756 | 352 | 538 | 424 | 312 | 171 | 658 | 316 | 499 | 411 | 283 | 122 | 279 | 143 | 344 | 256 |
| BREAKING AWAY | 6 | 197 | 189 | A | 12.5 | 20 | 973 | 2038 | 714 | 367 | 791 | 367 | 522 | 436 | 306 | 206 | 603 | 265 | 395 | 381 | 261 | 142 | 259 | 137 | 385 | 254 |
| SAT. 8.00P 60 ABC CS | | 98 | 97 | B | 13.0 | 22 | 1011 | 1978 | 689 | 292 | 763 | 308 | 476 | 394 | 319 | 237 | 587 | 231 | 370 | 336 | 267 | 162 | 284 | 159 | 344 | 225 |
| 8.00 - 8.30 | | | | A | 11.2 | 18 | 871 | 1963 | 687 | 352 | 756 | 340 | 481 | 418 | 294 | 210 | 581 | 253 | 373 | 366 | 247 | 143 | 236 | 122^ | 390 | 241 |
| 8.30 - 9.00 | | | | A | 13.8 | 22 | 1074 | 2090 | 735 | 376 | 817 | 393 | 556 | 451 | 311 | 199 | 621 | 276 | 414 | 395 | 270 | 142 | 274 | 147 | 378 | 263 |
| CBS EVENING NEWS-CRONKITE | 70 | 195 | 197 | A | 16.1 | 26 | 1253 | 1654 | 749 | 227 | 797 | 162 | 314 | 338 | 408 | 410 | 655 | 149 | 276 | 289 | 325 | 318 | 87 | 42^ | 115 | 66 |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 15.1 | 27 | 1175 | 1566 | 702 | 214 | 764 | 148 | 283 | 321 | 375 | 400 | 626 | 127 | 274 | 285 | 330 | 299 | 79 | 37 | 97 | 59 |
| CBS EVENING NEWS-DEAN | 8 | | 167 | A | 11.6 | 18 | 902 | 1605 | 677 | 295 | 866 | 178^ | 327 | 297 | 430 | 480 | 605 | 162^ | 241^ | 234^ | 300 | 297 | 75^ | 25v | 59v | 32v |
| 2 SUN. 6.30P 30 CBS N | | | 92 | B | 9.9 | 17 | 770 | 1572 | 687 | 236 | 773 | 166 | 298 | 303 | 346 | 409 | 644 | 143 | 281 | 309 | 322 | 302 | 61 | 26 | 94 | 64 |
| CBS REPORTS(S) | | 190 | | A | 13.8 | 23 | 1074 | 1669 | 681 | 286 | 742 | 242 | 432 | 382 | 340 | 252 | 706 | 279 | 461 | 414 | 354 | 190^ | 123^ | 76^ | 98^ | 88^ |
| 1 THU. 10.00P 60 CBS DN | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 14.7 | 23 | 1144 | 1691 | 715 | 270 | 765 | 262 | 450 | 382 | 349 | 261 | 693 | 286 | 462 | 405 | 331 | 180^ | 140^ | 95^ | 93^ | 76^ |
| 10.30 - 11.00 | | | | A | 12.9 | 22 | 1004 | 1634 | 640 | 303 | 714 | 219^ | 412 | 374 | 329 | 243 | 719 | 268 | 456 | 423 | 381 | 203^ | 102^ | 51v | 99^ | 99^ |
| CBS REPORTS(S) | | 183 | | A | 9.4 | 16 | 731 | 1538 | 629 | 237^ | 657 | 44v | 248^ | 347 | 364 | 310^ | 840 | 248^ | 425 | 452 | 418 | 328 | LT | LT | 41v | 41v |
| 1 SAT. 10.00P 60 CBS DN | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 9.8 | 16 | 762 | 1514 | 635 | 196^ | 635 | 46v | 235^ | 337 | 339 | 298^ | 837 | 263^ | 431 | 457 | 403 | 321 | LT | LT | 42v | 42v |
| 10.30 - 11.00 | | | | A | 9.1 | 16 | 708 | 1541 | 614 | 277^ | 672 | 39v | 255^ | 352 | 384 | 320^ | 829 | 227^ | 412 | 443 | 427 | 329^ | LT | LT | 40v | 40v |
| CBS SAT. NEWS-SCHIEFFER | 15 | 143 | 145 | A | 12.0 | 20 | 934 | 1631 | 783 | 217 | 855 | 160 | 300 | 328 | 424 | 470 | 654 | 119^ | 253 | 254 | 356 | 347 | 52^ | 23v | 70^ | 48^ |
| SAT. 6.30P 30 CBS N | | 85 | 85 | B | 10.9 | 21 | 848 | 1570 | 696 | 171 | 760 | 124 | 242 | 285 | 351 | 438 | 661 | 150 | 286 | 278 | 328 | 317 | 58 | 29 | 91 | 53 |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY NIGHT MOVIES | 6 | 189 | 191 | A | 19.6 | 30 | 1525 | 1791 | 786 | 355 | 901 | 305 | 521 | 466 | 419 | 306 | 602 | 221 | 353 | 337 | 288 | 195 | 138 | 79 | 150 | 109 |
| TUE. 9.00P 120 CBS FF | | 98 | 97 | B | 18.9 | 29 | 1470 | 1805 | 730 | 319 | 850 | 341 | 541 | 450 | 373 | 242 | 627 | 240 | 390 | 360 | 302 | 175 | 170 | 84 | 158 | 101 |
| 9.00 - 9.30 | | | | A | 18.1 | 27 | 1408 | 1862 | 794 | 351 | 908 | 296 | 508 | 444 | 417 | 329 | 597 | 197 | 335 | 335 | 296 | 212 | 130 | 68^ | 227 | 145 |
| 9.30 - 10.00 | | | | A | 18.6 | 28 | 1447 | 1836 | 789 | 338 | 905 | 296 | 513 | 461 | 417 | 315 | 617 | 218 | 356 | 343 | 298 | 204 | 133 | 70^ | 181 | 132 |
| 10.00 - 10.30 | | | | A | 20.7 | 32 | 1610 | 1742 | 770 | 357 | 889 | 309 | 523 | 465 | 413 | 295 | 598 | 226 | 354 | 331 | 281 | 190 | 141 | 89 | 114 | 95 |
| 10.30 - 11.00 | | | | A | 20.9 | 34 | 1626 | 1747 | 794 | 374 | 908 | 314 | 545 | 494 | 435 | 288 | 602 | 236 | 365 | 336 | 283 | 181 | 148 | 88 | 89 | 71^ |
| CBS WEDNESDAY NIGHT MOVIE | 8 | | 180 | A | 16.4 | 26 | 1276 | 1902 | 699 | 209 | 759 | 259 | 449 | 432 | 414 | 217 | 820 | 259 | 487 | 494 | 445 | 240 | 202 | 88^ | 121^ | 83^ |
| 2 WED. 9.00P 120 CBS FF | | | 97 | B | 18.2 | 29 | 1416 | 1735 | 743 | 264 | 828 | 286 | 491 | 442 | 410 | 264 | 617 | 199 | 357 | 352 | 312 | 201 | 155 | 75 | 135 | 97 |
| 9.00 - 9.30 | | | | A | 16.3 | 24 | 1268 | 2062 | 745 | 227 | 814 | 282 | 472 | 452 | 423 | 251 | 854 | 266 | 495 | 470 | 450 | 279 | 205 | 73^ | 189 | 131^ |
| 9.30 - 10.00 | | | | A | 17.0 | 25 | 1323 | 1960 | 705 | 230 | 773 | 271 | 459 | 443 | 408 | 218 | 831 | 243 | 483 | 500 | 473 | 256 | 213 | 102^ | 143^ | 99^ |
| 10.00 - 10.30 | | | | A | 16.5 | 27 | 1284 | 1842 | 690 | 220 | 737 | 243 | 441 | 427 | 426 | 201 | 810 | 252 | 499 | 531 | 461 | 213 | 216 | 96^ | 79^ | 49^ |
| 10.30 - 11.00 | | | | A | 15.8 | 27 | 1229 | 1735 | 653 | 156^ | 708 | 235 | 422 | 399 | 402 | 198 | 782 | 274 | 465 | 481 | 399 | 213 | 176^ | 80^ | 69^ | 53^ |
| CHARLIE'S ANGELS | 6 | 199 | 200 | A | 17.1 | 24 | 1330 | 1989 | 684 | 285 | 751 | 250 | 421 | 372 | 372 | 256 | 668 | 258 | 391 | 364 | 342 | 175 | 330 | 174 | 240 | 171 |
| SUN. 8.00P 60 ABC PD | | 99 | 99 | B | 17.6 | 26 | 1369 | 1961 | 688 | 329 | 766 | 292 | 480 | 431 | 380 | 210 | 688 | 253 | 408 | 370 | 341 | 208 | 268 | 150 | 239 | 174 |
| 8.00 - 8.30 | | | | A | 15.6 | 22 | 1214 | 2020 | 704 | 292 | 766 | 259 | 422 | 381 | 374 | 263 | 655 | 255 | 380 | 355 | 335 | 172 | 341 | 184 | 258 | 187 |
| 8.30 - 9.00 | | | | A | 18.6 | 26 | 1447 | 1953 | 665 | 279 | 736 | 246 | 419 | 361 | 367 | 250 | 678 | 262 | 403 | 367 | 348 | 180 | 315 | 163 | 224 | 158 |
| CHIPS | 5 | 212 | 213 | A | 20.4 | 28 | 1587 | 2302 | 716 | 308 | 808 | 366 | 564 | 483 | 366 | 182 | 790 | 362 | 578 | 518 | 366 | 157 | 226 | 81 | 478 | 331 |
| 1 SUN. 8.00P 60 NBC OP | | 99 | 99 | B | 19.6 | 28 | 1525 | 2259 | 715 | 286 | 815 | 350 | 537 | 443 | 345 | 219 | 739 | 312 | 517 | 463 | 339 | 172 | 245 | 98 | 460 | 316 |
| 2 SUN. 8.36P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 20.1 | 28 | 1564 | 2292 | 742 | 338 | 836 | 396 | 593 | 477 | 369 | 206 | 676 | 316 | 499 | 401 | 296 | 163 | 226 | 81^ | 554 | 359 |
| 8.30 - 9.00 | | | | A | 20.0 | 28 | 1556 | 2260 | 698 | 309 | 782 | 339 | 526 | 459 | 352 | 199 | 778 | 341 | 558 | 515 | 369 | 163 | 215 | 73^ | 485 | 334 |
| 9.00 - 9.30 | | | | A | 21.2 | 29 | 1649 | 2368 | 715 | 276 | 815 | 377 | 590 | 512 | 372 | 137^ | 885 | 419 | 653 | 607 | 409 | 144 | 235 | 83^ | 433 | 326 |
| DALLAS | 9 | 206 | 206 | A | 35.0 | 57 | 2723 | 1906 | 851 | 315 | 913 | 326 | 528 | 490 | 417 | 309 | 643 | 248 | 399 | 379 | 307 | 187 | 185 | 98 | 165 | 133 |
| FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 37.6 | 61 | 2925 | 1909 | 837 | 311 | 928 | 355 | 555 | 493 | 406 | 300 | 634 | 248 | 384 | 343 | 283 | 203 | 174 | 100 | 173 | 139 |
| 10.00 - 10.30 | | | | A | 34.9 | 57 | 2715 | 1917 | 848 | 309 | 909 | 318 | 518 | 483 | 418 | 315 | 640 | 239 | 393 | 373 | 313 | 190 | 192 | 100 | 176 | 138 |
| 10.30 - 11.00 | | | | A | 35.1 | 58 | 2731 | 1891 | 854 | 319 | 913 | 333 | 535 | 494 | 418 | 300 | 643 | 255 | 406 | 386 | 301 | 182 | 179 | 95 | 156 | 128 |
| DIFF'RENT STROKES | 8 | 184 | 203 | A | 19.6 | 32 | 1525 | 2074 | 789 | 298 | 863 | 249 | 423 | 424 | 388 | 348 | 581 | 189 | 321 | 319 | 277 | 202 | 268 | 133 | 362 | 265 |
| WED. 9.00P 30 NBC CS | | 95 | 98 | B | 19.9 | 31 | 1548 | 1944 | 754 | 305 | 809 | 234 | 418 | 402 | 381 | 319 | 558 | 165 | 299 | 288 | 266 | 216 | 257 | 105 | 320 | 241 |
| DISNEY'S WONDERFUL WORLD | 11 | 210 | | A | 16.7 | 24 | 1299 | 2093 | 681 | 305 | 799 | 312 | 510 | 484 | 383 | 236 | 559 | 241 | 394 | 327 | 257 | 140^ | 208 | 74^ | 527 | 347 |
| 1 SUN. 7.00P 60 NBC FV | | 99 | | B | 15.9 | 25 | 1237 | 2326 | 658 | 290 | 739 | 316 | 488 | 428 | 319 | 202 | 672 | 290 | 467 | 402 | 312 | 163 | 262 | 110 | 653 | 409 |
| 7.00 - 7.30 | | | | A | 14.8 | 21 | 1151 | 1392 | 693 | 303 | 809 | 305 | 498 | 480 | 390 | 253 | 542 | 234 | 365 | 311 | 249 | 145^ | 189^ | 60^ | 452 | 294 |
| 7.30 - 8.00 | | | | A | 18.7 | 26 | 1455 | 2151 | 667 | 304 | 785 | 316 | 516 | 482 | 373 | 219 | 568 | 247 | 413 | 333 | 260 | 136^ | 216 | 82^ | 582 | 385 |
| DUKES OF HAZZARD | 8 | 205 | 205 | A | 29.4 | 46 | 2287 | 2210 | 767 | 269 | 802 | 243 | 442 | 438 | 402 | 296 | 674 | 210 | 404 | 387 | 376 | 210 | 224 | 129 | 510 | 386 |
| FRI. 9.00P 60 CBS CS | | 99 | 99 | B | 27.7 | 44 | 2155 | 2150 | 750 | 276 | 815 | 279 | 477 | 432 | 385 | 276 | 651 | 212 | 384 | 351 | 338 | 221 | 205 | 104 | 479 | 350 |
| 9.00 - 9.30 | | | | A | 28.2 | 44 | 2194 | 2256 | 756 | 259 | 794 | 241 | 435 | 426 | 393 | 300 | 680 | 217 | 420 | 394 | 379 | 204 | 228 | 129 | 554 | 419 |
| 9.30 - 10.00 | | | | A | 30.6 | 48 | 2381 | 2163 | 776 | 279 | 809 | 249 | 450 | 446 | 406 | 292 | 662 | 201 | 387 | 377 | 372 | 214 | 221 | 126 | 471 | 356 |
| EIGHT IS ENOUGH | 9 | 188 | 202 | A | 17.0 | 27 | 1323 | 1909 | 787 | 270 | 865 | 365 | 540 | 443 | 328 | 262 | 523 | 193 | 324 | 317 | 238 | 147 | 176 | 115 | 345 | 251 |
| WED. 8.00P 60 ABC CS | | 98 | 99 | B | 18.0 | 28 | 1400 | 1911 | 773 | 314 | 873 | 382 | 556 | 466 | 336 | 256 | 516 | 221 | 321 | 267 | 197 | 165 | 198 | 129 | 324 | 225 |
| 8.00 - 8.30 | | | | A | 16.7 | 27 | 1299 | 1922 | 782 | 273 | 865 | 359 | 540 | 438 | 335 | 264 | 525 | 198 | 327 | 318 | 236 | 146 | 183 | 118 | 349 | 261 |
| 8.30 - 9.00 | | | | A | 17.3 | 28 | 1346 | 1895 | 792 | 265 | 864 | 370 | 540 | 446 | 322 | 259 | 519 | 188 | 322 | 319 | 240 | 147 | 171 | 112 | 341 | 244 |
| ENOS | 6 | | 186 | A | 17.4 | 25 | 1354 | 2614 | 851 | 374 | 884 | 306 | 539 | 475 | 481 | 291 | 828 | 324 | 536 | 463 | 416 | 227 | 327 | 139^ | 575 | 392 |
| 2 WED. 8.00P 60 CBS CS | | | 98 | B | 16.5 | 25 | 1284 | 2149 | 668 | 261 | 724 | 236 | 421 | 395 | 374 | 241 | 696 | 243 | 441 | 399 | 370 | 202 | 252 | 104 | 477 | 318 |
| 8.00 - 8.30 | | | | A | 17.3 | 25 | 1346 | 2490 | 826 | 366 | 866 | 281 | 493 | 450 | 483 | 306 | 779 | 294 | 495 | 411 | 393 | 229 | 305 | 135^ | 540 | 371 |
| 8.30 - 9.00 | | | | A | 17.5 | 25 | 1362 | 2730 | 872 | 379 | 898 | 325 | 579 | 502 | 481 | 273 | 871 | 352 | 570 | 519 | 434 | 221 | 353 | 145^ | 608 | 409 |
| FACTS OF LIFE | 6 | 174 | 196 | A | 18.2 | 31 | 1416 | 2012 | 729 | 319 | 850 | 244 | 431 | 388 | 392 | 347 | 540 | 135 | 262 | 287 | 280 | 216 | 303 | 165 | 319 | 235 |
| WED. 9.30P 30 NBC CS | | 93 | 97 | B | 18.4 | 30 | 1432 | 1984 | 768 | 311 | 842 | 246 | 449 | 424 | 397 | 328 | 566 | 153 | 300 | 306 | 284 | 216 | 289 | 139 | 287 | 218 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST JAN. 1981 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND | 10 | 201 | 198 | A | 24.0 | 42 | 1867 | 1927 | 780 | 391 | 849 | 352 | 576 | 515 | 380 | 213 | 644 | 278 | 426 | 381 | 279 | 168 | 188 | 103 | 246 | 184 |
| SAT. 10.00P 60 ABC A | | 99 | 99 | B | 21.8 | 39 | 1696 | 1904 | 764 | 330 | 847 | 352 | 550 | 476 | 364 | 238 | 598 | 259 | 393 | 333 | 248 | 169 | 208 | 117 | 251 | 196 |
| 10.00 - 10.30 | | | | A | 24.1 | 41 | 1875 | 1968 | 785 | 397 | 854 | 356 | 586 | 525 | 390 | 209 | 652 | 282 | 433 | 384 | 283 | 169 | 197 | 105 | 265 | 202 |
| 10.30 - 11.00 | | | | A | 23.9 | 43 | 1859 | 1880 | 770 | 383 | 840 | 346 | 562 | 502 | 370 | 216 | 634 | 273 | 416 | 375 | 271 | 167 | 181 | 102 | 225 | 165 |
| FLAMINGO ROAD | 1 | | 202 | A | 20.5 | 31 | 1595 | 1711 | 646 | 290 | 732 | 248 | 397 | 409 | 383 | 234 | 744 | 247 | 437 | 452 | 362 | 232 | 170 | 100^ | 65^ | 44^ |
| 2 TUE. 9.00P 120 NBC GD | | | 99 | B | 20.5 | 31 | 1595 | 1711 | 646 | 290 | 732 | 248 | 397 | 409 | 383 | 234 | 744 | 247 | 437 | 452 | 362 | 232 | 170 | 100 | 65 | 44 |
| 9.00 - 9.30 | | | | A | 20.3 | 29 | 1579 | 1763 | 682 | 295 | 774 | 215 | 395 | 417 | 413 | 277 | 707 | 217 | 404 | 437 | 362 | 222 | 180 | 99^ | 102^ | 56^ |
| 9.30 - 10.00 | | | | A | 20.6 | 30 | 1603 | 1763 | 654 | 307 | 747 | 248 | 411 | 441 | 388 | 229 | 732 | 236 | 432 | 450 | 355 | 229 | 193 | 110^ | 91^ | 54^ |
| 10.00 - 10.30 | | | | A | 20.7 | 32 | 1610 | 1688 | 629 | 278 | 711 | 260 | 398 | 410 | 376 | 211 | 780 | 265 | 469 | 474 | 378 | 240 | 159 | 100^ | 38v | 38v |
| 10.30 - 11.00 | | | | A | 20.5 | 33 | 1595 | 1610 | 615 | 277 | 689 | 264 | 378 | 370 | 351 | 218 | 752 | 267 | 439 | 446 | 353 | 234 | 144^ | 91^ | 25v | 25v |
| FLO | 8 | | 188 | A | 17.7 | 25 | 1377 | 1911 | 787 | 295 | 816 | 215 | 422 | 412 | 440 | 320 | 677 | 195 | 388 | 369 | 356 | 210 | 153^ | 22v | 265 | 160^ |
| 2 MON. 8.00P 30 CBS CS | | | 98 | B | 18.6 | 27 | 1447 | 1771 | 741 | 260 | 822 | 232 | 412 | 392 | 379 | 342 | 537 | 161 | 298 | 287 | 268 | 195 | 156 | 68 | 256 | 170 |
| FREEBIE AND THE BEAN | 4 | | 175 | A | 11.3 | 18 | 879 | 2210 | 766 | 312 | 848 | 340 | 618 | 535 | 466 | 154^ | 881 | 435 | 603 | 526 | 347 | 179^ | 302 | 65v | 179^ | 143^ |
| 2 SAT. 9.00P 60 CBS A | | | 95 | B | 11.6 | 19 | 902 | 2057 | 693 | 276 | 761 | 255 | 473 | 457 | 412 | 203 | 750 | 290 | 456 | 477 | 372 | 185 | 254 | 103 | 292 | 244 |
| 9.00 - 9.30 | | | | A | 11.5 | 19 | 895 | 2255 | 783 | 323 | 866 | 356 | 638 | 534 | 472 | 151^ | 879 | 431 | 600 | 500 | 345 | 185^ | 305 | 59v | 205^ | 166^ |
| 9.30 - 10.00 | | | | A | 11.2 | 18 | 871 | 2134 | 738 | 296 | 819 | 318 | 593 | 525 | 456 | 156^ | 873 | 436 | 600 | 544 | 345 | 171^ | 293 | 67v | 149^ | 119^ |
| FREEBIE AND THE BEAN(B) | | 175 | | A | 14.9 | 22 | 1159 | 1903 | 736 | 273 | 815 | 270 | 493 | 476 | 421 | 234 | 645 | 276 | 441 | 419 | 323 | 154^ | 141^ | 44v | 302 | 241 |
| 1 MON. 8.00P 60 CBS A | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.0 | 23 | 1167 | 1972 | 760 | 253 | 832 | 256 | 495 | 489 | 448 | 249 | 665 | 282 | 452 | 424 | 336 | 162^ | 168^ | 58^ | 307 | 254 |
| 8.30 - 9.00 | | | | A | 14.8 | 22 | 1151 | 1824 | 706 | 291 | 793 | 286 | 492 | 462 | 390 | 215 | 622 | 268 | 429 | 412 | 312 | 146^ | 114^ | 30v | 295 | 226 |
| GATOR BOWL FOOTBALL GAME(S) | | 201 | | A | 14.8 | 25 | 1151 | 1613 | 421 | 174^ | 497 | 104^ | 229 | 222 | 261 | 221 | 850 | 276 | 484 | 497 | 432 | 290 | 144^ | 47v | 122^ | 119^ |
| 1 MON. 9.00P 188 ABC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.6 | 24 | 1214 | 1722 | 474 | 188^ | 589 | 116^ | 265 | 264 | 285 | 275 | 851 | 272 | 469 | 496 | 419 | 289 | 162^ | 64^ | 120^ | 120^ |
| 9.30 - 10.00 | | | | A | 16.6 | 25 | 1291 | 1692 | 451 | 192 | 533 | 107^ | 247 | 249 | 267 | 233 | 877 | 301 | 505 | 519 | 417 | 295 | 144^ | 51^ | 138^ | 138^ |
| 10.00 - 10.30 | | | | A | 16.6 | 25 | 1291 | 1655 | 404 | 197 | 478 | 116^ | 250 | 218 | 263 | 182^ | 915 | 332 | 539 | 524 | 434 | 295 | 127^ | 42v | 135^ | 135^ |
| 10.30 - 11.00 | | | | A | 14.8 | 24 | 1151 | 1560 | 390 | 177^ | 448 | 100^ | 225 | 200^ | 256 | 179^ | 852 | 269 | 474 | 482 | 447 | 300 | 156^ | 58^ | 104^ | 104^ |
| 11.00 - 11.30 | | | | A | 14.7 | 27 | 1144 | 1489 | 379 | 139^ | 429 | 87^ | 183^ | 194^ | 229 | 199^ | 813 | 248 | 483 | 503 | 442 | 266 | 128^ | 30v | 119^ | 108^ |
| 11.30 - 12.00 | | | | A | 12.2 | 28 | 949 | 1498 | 414 | 135^ | 474 | 86^ | 188^ | 200^ | 252 | 238^ | 790 | 223^ | 435 | 451 | 450 | 300 | 127^ | 21v | 107^ | 100^ |
| HAPPY DAYS | 8 | 193 | 203 | A | 19.4 | 29 | 1509 | 2157 | 714 | 309 | 792 | 341 | 533 | 472 | 341 | 203 | 541 | 233 | 371 | 341 | 243 | 127 | 270 | 160 | 554 | 386 |
| TUE. 8.00P 30 ABC CS | | 97 | 98 | B | 20.8 | 31 | 1618 | 1985 | 679 | 302 | 764 | 329 | 502 | 416 | 324 | 215 | 546 | 236 | 363 | 308 | 238 | 147 | 239 | 130 | 436 | 305 |
| HART TO HART | 6 | | 202 | A | 18.8 | 29 | 1463 | 1865 | 731 | 284 | 804 | 343 | 545 | 463 | 362 | 207 | 759 | 306 | 508 | 470 | 355 | 177 | 261 | 170 | 41v | 24v |
| 2 TUE. 10.00P 60 ABC PD | | | 99 | B | 20.3 | 33 | 1579 | 1717 | 751 | 281 | 818 | 323 | 519 | 460 | 374 | 232 | 632 | 268 | 409 | 351 | 275 | 184 | 178 | 110 | 89 | 63 |
| 10.00 - 10.30 | | | | A | 19.0 | 29 | 1478 | 1847 | 716 | 272 | 791 | 321 | 515 | 448 | 361 | 217 | 757 | 299 | 501 | 475 | 361 | 175 | 251 | 163 | 48^ | 31v |
| 10.30 - 11.00 | | | | A | 18.6 | 30 | 1447 | 1874 | 745 | 295 | 813 | 363 | 569 | 474 | 362 | 195 | 753 | 311 | 509 | 461 | 346 | 176 | 273 | 177 | 35v | 16v |
| HOUSE CALLS | 7 | 192 | 197 | A | 22.9 | 34 | 1782 | 1864 | 833 | 344 | 900 | 328 | 507 | 481 | 401 | 317 | 605 | 240 | 354 | 308 | 276 | 197 | 182 | 105 | 177 | 150 |
| MON. 9.30P 30 CBS CS | | 97 | 97 | B | 22.6 | 33 | 1758 | 1692 | 773 | 331 | 846 | 324 | 503 | 468 | 384 | 269 | 577 | 234 | 347 | 303 | 255 | 184 | 144 | 78 | 125 | 94 |
| I'M A BIG GIRL NOW | 9 | 201 | 196 | A | 17.7 | 28 | 1377 | 1884 | 800 | 328 | 870 | 290 | 518 | 495 | 433 | 277 | 510 | 165 | 263 | 307 | 264 | 160 | 233 | 161 | 271 | 199 |
| FRI. 8.30P 30 ABC CS | | 98 | 98 | B | 16.7 | 27 | 1299 | 1819 | 771 | 306 | 849 | 273 | 464 | 445 | 416 | 302 | 547 | 174 | 302 | 304 | 277 | 187 | 196 | 117 | 227 | 165 |
| INCREDIBLE HULK | 7 | 199 | 196 | A | 19.0 | 30 | 1478 | 2210 | 718 | 301 | 796 | 263 | 425 | 418 | 354 | 292 | 696 | 292 | 471 | 411 | 320 | 192 | 197 | 124 | 521 | 316 |
| FRI. 8.00P 60 CBS SF | | 96 | 99 | B | 18.3 | 30 | 1424 | 2118 | 687 | 284 | 764 | 271 | 453 | 419 | 349 | 250 | 678 | 256 | 424 | 377 | 316 | 212 | 179 | 96 | 497 | 304 |
| 8.00 - 8.30 | | | | A | 17.4 | 27 | 1354 | 2183 | 731 | 305 | 813 | 271 | 426 | 421 | 358 | 302 | 701 | 293 | 461 | 400 | 318 | 205 | 196 | 131 | 473 | 277 |
| 8.30 - 9.00 | | | | A | 20.6 | 32 | 1603 | 2226 | 708 | 298 | 780 | 254 | 419 | 414 | 352 | 283 | 691 | 290 | 479 | 416 | 320 | 181 | 195 | 118 | 560 | 349 |
| IT'S A LIVING | 8 | 193 | 201 | A | 18.3 | 28 | 1424 | 1907 | 721 | 322 | 784 | 343 | 530 | 461 | 361 | 191 | 644 | 282 | 452 | 406 | 307 | 141 | 237 | 130 | 242 | 167 |
| 1 THU. 9.00P 30 ABC CS | | 98 | 99 | B | 17.7 | 28 | 1377 | 1796 | 725 | 305 | 803 | 336 | 519 | 447 | 358 | 217 | 613 | 257 | 415 | 356 | 268 | 162 | 185 | 99 | 195 | 149 |
| 2 THU. 9.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JEFFERSONS | | | | | 9 | 195 | 192 | A | 24.6 | 35 | 1914 | 1941 | 875 | 355 | 914 | 266 | 485 | 462 | 438 | 361 | 667 | 231 | 368 | 338 | 299 | 250 | 232 | 125 | 128 | 81 |
| 1 SUN. | 9.54P | 30 | CBS | CS | | 99 | 99 | B | 24.4 | 36 | 1898 | 1838 | 837 | 308 | 917 | 262 | 472 | 445 | 423 | 373 | 617 | 184 | 316 | 296 | 283 | 255 | 168 | 91 | 136 | 99 |
| 2 SUN. | 9.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KNOTS LANDING | | | | | 6 | 190 | 200 | A | 20.5 | 32 | 1595 | 1939 | 845 | 373 | 928 | 366 | 554 | 495 | 407 | 292 | 626 | 244 | 382 | 335 | 285 | 192 | 203 | 154 | 182 | 131 |
| 1 THU. | 9.00P | 60 | CBS | GD | | 99 | 99 | B | 17.8 | 29 | 1385 | 1770 | 817 | 328 | 890 | 336 | 522 | 473 | 399 | 281 | 584 | 225 | 356 | 303 | 265 | 184 | 160 | 103 | 136 | 97 |
| 2 THU. | 10.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | A | 19.4 | 29 | 1509 | 2058 | 833 | 360 | 915 | 343 | 483 | 428 | 334 | 366 | 673 | 288 | 395 | 389 | 259 | 200 | 226 | 149^ | 244 | 179 |
| 9.30 - 10.00 | | | | | | | | A | 23.6 | 36 | 1836 | 2071 | 848 | 440 | 963 | 402 | 626 | 520 | 392 | 273 | 590 | 240 | 371 | 357 | 249 | 165 | 249 | 174 | 269 | 186 |
| 10.00 - 10.30 | | | | | | | | A | 19.6 | 32 | 1525 | 1803 | 836 | 314 | 892 | 344 | 523 | 492 | 445 | 272 | 628 | 224 | 379 | 300 | 324 | 211 | 165 | 145^ | 118^ | 93^ |
| 10.30 - 11.00 | | | | | | | | A | 19.5 | 33 | 1517 | 1759 | 856 | 354 | 920 | 366 | 566 | 517 | 455 | 259 | 614 | 220 | 382 | 296 | 311 | 195 | 155 | 136^ | 70^ | 59^ |
| LADIES' MAN | | | | | 8 | | 182 | A | 18.3 | 25 | 1424 | 1828 | 751 | 272 | 788 | 263 | 461 | 446 | 408 | 258 | 682 | 218 | 423 | 376 | 360 | 201 | 128^ | 24v | 230 | 138^ |
| 2 MON. | 8.30P | 30 | CBS | CS | | | 98 | B | 17.7 | 26 | 1377 | 1767 | 740 | 258 | 808 | 265 | 447 | 407 | 373 | 293 | 557 | 191 | 329 | 307 | 274 | 179 | 175 | 85 | 227 | 151 |
| LAVERNE & SHIRLEY | | | | | 7 | 196 | 204 | A | 20.3 | 30 | 1579 | 2078 | 699 | 308 | 777 | 362 | 545 | 476 | 312 | 191 | 547 | 244 | 389 | 354 | 251 | 116 | 233 | 154 | 521 | 336 |
| TUE. | 8.30P | 30 | ABC | CS | | 97 | 98 | B | 20.8 | 31 | 1618 | 1944 | 678 | 313 | 764 | 340 | 513 | 430 | 319 | 204 | 535 | 238 | 364 | 311 | 229 | 136 | 208 | 127 | 437 | 295 |
| LITTLE HOUSE-PRAIRIE | | | | | 14 | 212 | 214 | A | 22.2 | 32 | 1727 | 2162 | 843 | 346 | 964 | 335 | 506 | 437 | 404 | 387 | 612 | 197 | 338 | 311 | 298 | 229 | 221 | 126 | 365 | 237 |
| MON. | 8.00P | 60 | NBC | GD | | 99 | 99 | B | 22.0 | 32 | 1712 | 1919 | 803 | 293 | 896 | 318 | 476 | 418 | 355 | 359 | 522 | 167 | 269 | 246 | 233 | 222 | 173 | 112 | 328 | 205 |
| 8.00 - 8.30 | | | | | | | | A | 21.4 | 31 | 1665 | 2157 | 838 | 338 | 960 | 336 | 498 | 425 | 399 | 391 | 628 | 199 | 343 | 311 | 306 | 239 | 220 | 128 | 349 | 230 |
| 8.30 - 9.00 | | | | | | | | A | 23.1 | 33 | 1797 | 2150 | 843 | 350 | 963 | 331 | 510 | 450 | 406 | 380 | 595 | 193 | 333 | 314 | 290 | 217 | 216 | 123 | 376 | 240 |
| LOBO | | | | | 2 | 199 | 196 | A | 20.3 | 30 | 1579 | 1958 | 747 | 261 | 811 | 216 | 392 | 374 | 413 | 337 | 711 | 182 | 352 | 372 | 386 | 286 | 157 | 53^ | 279 | 164 |
| TUE. | 8.00P | 60 | NBC | A | | 99 | 98 | B | 20.3 | 30 | 1579 | 1958 | 747 | 261 | 811 | 216 | 392 | 374 | 413 | 337 | 711 | 182 | 352 | 372 | 386 | 286 | 157 | 53 | 279 | 164 |
| 8.00 - 8.30 | | | | | | | | A | 19.8 | 30 | 1540 | 1935 | 753 | 250 | 812 | 209 | 371 | 363 | 410 | 354 | 709 | 174 | 337 | 357 | 387 | 297 | 146 | 53^ | 268 | 152 |
| 8.30 - 9.00 | | | | | | | | A | 20.8 | 31 | 1618 | 1973 | 739 | 269 | 805 | 221 | 406 | 385 | 412 | 318 | 714 | 192 | 367 | 383 | 384 | 276 | 164 | 54^ | 290 | 175 |
| LOU GRANT | | | | | 10 | 188 | 198 | A | 19.5 | 31 | 1517 | 1593 | 797 | 305 | 853 | 347 | 505 | 492 | 371 | 264 | 555 | 247 | 349 | 311 | 226 | 161 | 119 | 63^ | 66^ | 57^ |
| MON. | 10.00P | 60 | CBS | GD | | 97 | 98 | B | 18.5 | 30 | 1439 | 1523 | 757 | 293 | 828 | 339 | 522 | 475 | 358 | 242 | 535 | 227 | 332 | 296 | 230 | 163 | 109 | 54 | 51 | 31 |
| 10.00 - 10.30 | | | | | | | | A | 19.8 | 30 | 1540 | 1576 | 804 | 302 | 855 | 338 | 497 | 483 | 370 | 275 | 545 | 233 | 333 | 296 | 229 | 167 | 110 | 60^ | 66^ | 56^ |
| 10.30 - 11.00 | | | | | | | | A | 19.1 | 31 | 1486 | 1612 | 793 | 307 | 853 | 356 | 514 | 502 | 374 | 253 | 565 | 262 | 366 | 328 | 223 | 154 | 128 | 65^ | 66^ | 56^ |
| LOVE BOAT | | | | | 11 | 203 | 198 | A | 26.2 | 42 | 2038 | 2110 | 818 | 377 | 901 | 365 | 563 | 490 | 375 | 272 | 650 | 277 | 422 | 382 | 285 | 177 | 188 | 104 | 371 | 259 |
| SAT. | 9.00P | 60 | ABC | CS | | 99 | 99 | B | 25.2 | 42 | 1961 | 1996 | 781 | 307 | 869 | 330 | 513 | 451 | 365 | 290 | 573 | 230 | 356 | 304 | 245 | 179 | 205 | 122 | 349 | 255 |
| 9.00 - 9.30 | | | | | | | | A | 24.9 | 40 | 1937 | 2122 | 819 | 375 | 901 | 356 | 558 | 486 | 374 | 280 | 649 | 275 | 418 | 380 | 283 | 178 | 197 | 107 | 375 | 254 |
| 9.30 - 10.00 | | | | | | | | A | 27.5 | 44 | 2140 | 2095 | 819 | 378 | 903 | 375 | 572 | 495 | 375 | 268 | 649 | 272 | 421 | 381 | 287 | 180 | 179 | 99 | 364 | 266 |
| MAGNUM, P.I. | | | | | 3 | | 194 | A | 20.5 | 32 | 1595 | 2041 | 782 | 292 | 904 | 318 | 539 | 490 | 437 | 280 | 737 | 255 | 449 | 421 | 396 | 210 | 174 | 113^ | 226 | 157 |
| 2 THU. | 9.00P | 60 | CBS | PD | | | 99 | B | 21.1 | 33 | 1642 | 1859 | 757 | 311 | 840 | 275 | 467 | 457 | 420 | 279 | 735 | 223 | 404 | 392 | 391 | 257 | 125 | 60 | 159 | 104 |
| 9.00 - 9.30 | | | | | | | | A | 20.3 | 31 | 1579 | 2049 | 781 | 295 | 904 | 308 | 521 | 476 | 432 | 299 | 713 | 238 | 427 | 401 | 387 | 211 | 178 | 117^ | 254 | 172 |
| 9.30 - 10.00 | | | | | | | | A | 20.8 | 33 | 1618 | 2017 | 779 | 287 | 898 | 329 | 553 | 500 | 436 | 260 | 757 | 273 | 470 | 434 | 399 | 208 | 165 | 107^ | 197 | 141^ |
| MARIE | | | | | 3 | 196 | | A | 14.5 | 23 | 1128 | 1604 | 555 | 227 | 623 | 154^ | 303 | 246 | 307 | 300 | 616 | 163^ | 292 | 295 | 310 | 255 | 162^ | 103^ | 203^ | 128^ |
| 1 FRI. | 8.00P | 60 | NBC | GV | | 97 | | B | 14.3 | 24 | 1113 | 1762 | 674 | 249 | 789 | 266 | 387 | 279 | 301 | 366 | 625 | 181 | 292 | 291 | 270 | 267 | 119 | 73 | 229 | 160 |
| 8.00 - 8.30 | | | | | | | | A | 14.8 | 23 | 1151 | 1541 | 576 | 200^ | 627 | 138^ | 288 | 247 | 304 | 313 | 587 | 143^ | 267 | 294 | 295 | 245 | 144^ | 98^ | 183^ | 114^ |
| 8.30 - 9.00 | | | | | | | | A | 14.1 | 22 | 1097 | 1672 | 535 | 255 | 622 | 169^ | 320 | 244 | 313 | 289 | 647 | 186^ | 320 | 296 | 328 | 267 | 179^ | 109^ | 224 | 143^ |
| M*A*S*H | | | | | 7 | 194 | 198 | A | 26.1 | 38 | 2031 | 2038 | 825 | 365 | 888 | 360 | 546 | 497 | 394 | 273 | 650 | 267 | 400 | 355 | 304 | 191 | 217 | 113 | 283 | 224 |
| MON. | 9.00P | 30 | CBS | CS | | 98 | 98 | B | 25.7 | 37 | 1999 | 1818 | 768 | 346 | 834 | 333 | 514 | 464 | 371 | 254 | 616 | 260 | 385 | 344 | 273 | 178 | 172 | 86 | 196 | 138 |
| MITCH MILLER SPECIAL(S) | | | | | | | 185 | A | 12.9 | 21 | 1004 | 1791 | 830 | 273 | 951 | 182^ | 343 | 320 | 448 | 504 | 649 | 126^ | 262 | 261 | 363 | 325 | 79^ | 60^ | 112^ | 89^ |
| 2 SAT. | 9.00P | 60 | NBC | GV | | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | A | 12.9 | 21 | 1004 | 1899 | 853 | 275 | 988 | 196^ | 359 | 332 | 459 | 517 | 683 | 146^ | 290 | 298 | 386 | 317 | 78^ | 61^ | 150^ | 117^ |
| 9.30 - 10.00 | | | | | | | | A | 12.8 | 20 | 996 | 1690 | 807 | 269 | 917 | 167^ | 326 | 315 | 439 | 491 | 615 | 107^ | 235^ | 226^ | 341 | 331 | 82^ | 60v | 76^ | 60v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST JAN. 1981 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EVENING CONT'D** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MOMMA THE DETECTIVE(S) | | | 190 | A | 11.2 | 17 | 871 | 1729 | 677 | 415 | 773 | 225^ | 475 | 509 | 461 | 190^ | 493 | 153^ | 262^ | 249^ | 257^ | 188^ | 159^ | 49v | 304 | 212^ |
| 2 FRI. 9.00P 60 NBC CS | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 11.7 | 18 | 910 | 1670 | 668 | 396 | 756 | 217^ | 450 | 488 | 439 | 200^ | 486 | 146^ | 247^ | 249^ | 257^ | 198^ | 136^ | 31v | 292 | 203^ |
| 9.30 - 10.00 | | | | A | 10.8 | 17 | 840 | 1768 | 675 | 430 | 780 | 230^ | 495 | 525 | 481 | 175^ | 488 | 155^ | 269^ | 241^ | 255^ | 175^ | 186^ | 69v | 314 | 219^ |
| MORK & MINDY | 8 | 195 | 202 | A | 18.7 | 28 | 1455 | 2036 | 688 | 358 | 764 | 369 | 550 | 448 | 324 | 157 | 568 | 265 | 424 | 364 | 246 | 110 | 291 | 157 | 413 | 295 |
| THU. 8.00P 30 ABC CS | | 99 | 99 | B | 18.2 | 29 | 1416 | 2001 | 670 | 316 | 744 | 346 | 524 | 426 | 308 | 166 | 596 | 278 | 430 | 360 | 254 | 128 | 265 | 139 | 396 | 288 |
| NBC MAGAZINE | 11 | | 186 | A | 8.0 | 13 | 622 | 1458 | 590 | 330^ | 624 | 144^ | 395 | 454 | 432 | 118^ | 658 | 66v | 334^ | 414 | 475 | 244^ | 142^ | 53v | 34v | 20v |
| 2 FRI. 10.00P 60 NBC DN | | | 96 | B | 7.7 | 13 | 599 | 1530 | 666 | 261 | 719 | 163 | 364 | 372 | 400 | 286 | 664 | 157 | 345 | 368 | 372 | 250 | 82 | 30 | 65 | 52 |
| 10.00 - 10.30 | | | | A | 8.2 | 13 | 638 | 1503 | 604 | 325^ | 639 | 147^ | 386 | 460 | 429 | 134^ | 660 | 69v | 361^ | 424 | 483 | 236^ | 140^ | 62v | 64v | 36v |
| 10.30 - 11.00 | | | | A | 7.8 | 13 | 607 | 1390 | 571 | 332^ | 602 | 136^ | 399 | 442 | 432 | 102^ | 647 | 57v | 301^ | 396 | 464 | 251^ | 141^ | 41v | LT | LT |
| NBC MONDAY NIGHT MOVIES | 13 | 201 | 198 | A | 20.9 | 32 | 1626 | 1915 | 759 | 324 | 851 | 362 | 527 | 437 | 332 | 251 | 661 | 255 | 439 | 379 | 312 | 180 | 216 | 94 | 187 | 107 |
| MON. 9.00P 120 NBC FF | | 99 | 99 | B | 20.6 | 31 | 1603 | 1738 | 770 | 318 | 871 | 332 | 511 | 455 | 384 | 275 | 581 | 202 | 352 | 320 | 280 | 191 | 151 | 84 | 135 | 92 |
| 9.00 - 9.30 | | | | A | 19.1 | 27 | 1486 | 2028 | 821 | 342 | 908 | 347 | 537 | 456 | 363 | 292 | 651 | 235 | 434 | 377 | 320 | 179 | 200 | 94 | 269 | 156 |
| 9.30 - 10.00 | | | | A | 20.4 | 30 | 1587 | 1951 | 787 | 334 | 872 | 373 | 545 | 463 | 338 | 249 | 671 | 263 | 454 | 392 | 306 | 178 | 198 | 84 | 210 | 126 |
| 10.00 - 10.30 | | | | A | 22.2 | 34 | 1727 | 1867 | 727 | 314 | 825 | 356 | 513 | 422 | 327 | 239 | 661 | 256 | 432 | 376 | 304 | 186 | 217 | 94 | 164 | 85 |
| 10.30 - 11.00 | | | | A | 22.0 | 35 | 1712 | 1817 | 698 | 305 | 796 | 367 | 505 | 407 | 302 | 224 | 652 | 254 | 427 | 371 | 314 | 176 | 255 | 106 | 114 | 65^ |
| NBC NEWS UPDATE-M-F | 69 | 182 | 181 | A | 16.5 | 25 | 1284 | 1975 | 745 | 304 | 817 | 240 | 430 | 397 | 393 | 310 | 747 | 237 | 419 | 409 | 381 | 251 | 165 | 78 | 246 | 163 |
| 1 MTUWF 8.58P 1 NBC N | | 94 | 95 | B | 17.6 | 27 | 1369 | 1861 | 730 | 270 | 799 | 252 | 419 | 389 | 362 | 309 | 647 | 202 | 346 | 334 | 311 | 245 | 151 | 69 | 264 | 173 |
| 1 THU. 9.45P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-W 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 9.00P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | 14 | 170 | 172 | A | 16.6 | 26 | 1291 | 1984 | 848 | 327 | 917 | 232 | 450 | 427 | 450 | 393 | 669 | 167 | 351 | 389 | 367 | 262 | 133 | 66^ | 265 | 180 |
| 1 SAT. 8.58P 1 NBC N | | 94 | 91 | B | 13.2 | 22 | 1027 | 1900 | 785 | 283 | 846 | 213 | 409 | 397 | 407 | 363 | 709 | 194 | 356 | 355 | 363 | 291 | 123 | 44 | 222 | 136 |
| NBC NEWS UPDATE-SUN. | 14 | 185 | 187 | A | 19.6 | 27 | 1525 | 2266 | 751 | 339 | 859 | 374 | 583 | 505 | 388 | 206 | 811 | 372 | 580 | 528 | 380 | 167 | 245 | 84 | 351 | 242 |
| 1 SUN. 8.58P 1 NBC N | | 95 | 95 | B | 18.7 | 27 | 1455 | 2096 | 714 | 314 | 797 | 317 | 516 | 457 | 369 | 212 | 778 | 308 | 520 | 462 | 380 | 199 | 199 | 86 | 322 | 220 |
| 2 SUN. 9.34P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | 11 | | 139 | A | 11.2 | 19 | 871 | 1960 | 691 | 276 | 843 | 280 | 425 | 300 | 412 | 373 | 752 | 184^ | 345 | 338 | 388 | 350 | 126^ | 32v | 239^ | 162^ |
| 2 SAT. 6.30P 30 NBC N | | | 83 | B | 10.0 | 19 | 778 | 1739 | 730 | 220 | 806 | 193 | 326 | 298 | 340 | 406 | 725 | 151 | 300 | 320 | 353 | 353 | 80 | 34 | 128 | 74 |
| NBC NIGHTLY NEWS-SUN. | 6 | 154 | | A | 8.5 | 13 | 661 | 1567 | 630 | 156^ | 650 | 91v | 204^ | 265^ | 381 | 365 | 744 | 167^ | 274^ | 318^ | 436 | 348^ | 34v | 10v | 139^ | 109^ |
| 1 SUN. 6.30P 30 NBC N | | 84 | | B | 8.1 | 14 | 630 | 1684 | 703 | 200 | 755 | 131 | 270 | 331 | 400 | 389 | 732 | 180 | 295 | 339 | 381 | 336 | 59 | 29 | 138 | 75 |
| NBC NIGHTLY NEWS | 68 | 207 | 207 | A | 14.4 | 24 | 1120 | 1713 | 727 | 205 | 780 | 161 | 317 | 331 | 393 | 394 | 709 | 163 | 305 | 317 | 351 | 341 | 96 | 36^ | 128 | 83 |
| 1 MTUWF 6.30P 30 NBC N | | 99 | 99 | B | 13.1 | 23 | 1019 | 1616 | 699 | 232 | 756 | 166 | 309 | 303 | 349 | 388 | 670 | 168 | 302 | 299 | 305 | 318 | 69 | 28 | 121 | 79 |
| 2 M-F 6.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC SATURDAY NIGHT MOVIES | 5 | 192 | | A | 15.6 | 26 | 1214 | 1987 | 704 | 273 | 777 | 288 | 447 | 429 | 385 | 227 | 751 | 308 | 481 | 413 | 353 | 187^ | 249 | 110^ | 210 | 186^ |
| 1 SAT. 9.00P 120 NBC FF | | 98 | | B | 13.2 | 23 | 1027 | 1857 | 696 | 310 | 756 | 260 | 457 | 407 | 371 | 227 | 728 | 249 | 446 | 400 | 377 | 219 | 188 | 75 | 185 | 124 |
| 9.00 - 9.30 | | | | A | 15.7 | 25 | 1221 | 2039 | 717 | 248 | 785 | 277 | 450 | 414 | 393 | 249 | 779 | 324 | 487 | 404 | 359 | 210 | 243 | 111^ | 232 | 175^ |
| 9.30 - 10.00 | | | | A | 14.5 | 23 | 1128 | 2090 | 710 | 270 | 776 | 289 | 450 | 431 | 384 | 230 | 765 | 320 | 483 | 422 | 357 | 190^ | 303 | 138^ | 246 | 204^ |
| 10.00 - 10.30 | | | | A | 15.7 | 26 | 1221 | 1914 | 706 | 289 | 783 | 279 | 431 | 432 | 398 | 234 | 716 | 278 | 450 | 404 | 348 | 182^ | 228 | 104^ | 187^ | 187^ |
| 10.30 - 11.00 | | | | A | 16.3 | 29 | 1268 | 1941 | 699 | 286 | 780 | 312 | 466 | 438 | 373 | 206 | 749 | 312 | 504 | 427 | 350 | 171^ | 230 | 90^ | 182^ | 182^ |
| NBC THURSDAY NIGHT MOVIES | 14 | | 193 | A | 15.8 | 25 | 1229 | 1771 | 675 | 259 | 776 | 280 | 471 | 387 | 373 | 216 | 735 | 281 | 457 | 425 | 337 | 190^ | 151^ | 98^ | 109^ | 81^ |
| 2 THU. 8.00P 180 NBC FF | | | 98 | B | 18.6 | 30 | 1447 | 1812 | 745 | 280 | 820 | 302 | 507 | 444 | 386 | 242 | 672 | 246 | 418 | 391 | 328 | 194 | 170 | 86 | 150 | 106 |
| 8.00 - 8.30 | | | | A | 17.0 | 26 | 1323 | 1882 | 704 | 280 | 800 | 269 | 429 | 375 | 367 | 271 | 761 | 249 | 452 | 457 | 380 | 221 | 145^ | 76^ | 176^ | 120^ |
| 8.30 - 9.00 | | | | A | 16.0 | 24 | 1245 | 1882 | 651 | 247 | 743 | 273 | 444 | 380 | 359 | 215 | 783 | 271 | 485 | 470 | 404 | 196 | 161^ | 110^ | 195 | 144^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC THURSDAY NIGHT-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.7 | 26 | 1299 | 1847 | 729 | 287 | 831 | 301 | 516 | 429 | 414 | 221 | 761 | 301 | 467 | 423 | 336 | 203 | 152^ | 100^ | 103^ | 83^ |
| 9.30 - 10.00 | | | | A | 15.9 | 25 | 1237 | 1802 | 673 | 274 | 769 | 277 | 481 | 391 | 388 | 202 | 748 | 319 | 465 | 423 | 313 | 186^ | 201 | 116^ | 84^ | 64^ |
| 10.00 - 10.30 | | | | A | 14.7 | 24 | 1144 | 1635 | 664 | 239 | 773 | 274 | 482 | 376 | 370 | 201^ | 664 | 283 | 433 | 380 | 268 | 160^ | 156^ | 99^ | 42v | 34v |
| 10.30 - 11.00 | | | | A | 14.3 | 24 | 1113 | 1541 | 616 | 210^ | 731 | 279 | 472 | 355 | 345 | 177^ | 686 | 269 | 433 | 393 | 302 | 165^ | 88^ | 88^ | 36v | 33v |
| NBC TUESDAY MOVIE(S) | | 190 | | A | 22.0 | 35 | 1712 | 1936 | 639 | 197 | 670 | 229 | 397 | 389 | 342 | 217 | 844 | 362 | 591 | 509 | 403 | 166 | 215 | 66^ | 207 | 162 |
| 1 TUE. 9.00P 120 NBC FF | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.7 | 30 | 1533 | 1986 | 683 | 193 | 717 | 203 | 371 | 369 | 387 | 284 | 812 | 314 | 538 | 478 | 403 | 191 | 225 | 72^ | 232 | 182 |
| 9.30 - 10.00 | | | | A | 20.9 | 32 | 1626 | 1976 | 655 | 196 | 685 | 207 | 367 | 374 | 360 | 260 | 867 | 377 | 600 | 505 | 397 | 188 | 207 | 60^ | 217 | 167 |
| 10.00 - 10.30 | | | | A | 23.9 | 38 | 1859 | 1952 | 635 | 204 | 660 | 259 | 423 | 408 | 317 | 184 | 857 | 377 | 611 | 531 | 406 | 156 | 213 | 67^ | 222 | 169 |
| 10.30 - 11.00 | | | | A | 23.3 | 38 | 1813 | 1854 | 601 | 199 | 633 | 245 | 421 | 402 | 313 | 156 | 847 | 382 | 616 | 521 | 404 | 139 | 211 | 65^ | 163 | 133 |
| NEWSBREAK-M-F | 48 | 168 | 169 | A | 16.8 | 25 | 1307 | 2100 | 782 | 324 | 865 | 283 | 472 | 441 | 403 | 326 | 660 | 223 | 382 | 370 | 338 | 223 | 202 | 108 | 373 | 262 |
| 1 MTUTHF 8.58P 1 CBS N | | 91 | 92 | B | 16.8 | 26 | 1307 | 1946 | 704 | 278 | 792 | 269 | 446 | 399 | 361 | 282 | 609 | 199 | 345 | 323 | 305 | 214 | 191 | 92 | 354 | 223 |
| 1 WED. 8.54P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 10 | 172 | 172 | A | 14.4 | 23 | 1120 | 1979 | 763 | 264 | 845 | 322 | 481 | 439 | 361 | 297 | 641 | 269 | 386 | 344 | 267 | 206 | 173 | 64^ | 320 | 225 |
| SAT. 8.58P 1 CBS N | | 91 | 91 | B | 13.5 | 22 | 1050 | 1915 | 724 | 262 | 796 | 273 | 432 | 410 | 368 | 283 | 651 | 247 | 375 | 341 | 289 | 216 | 160 | 66 | 308 | 212 |
| NEWSBREAK-SUN. | 10 | 181 | 181 | A | 21.7 | 30 | 1688 | 1935 | 822 | 366 | 905 | 272 | 497 | 473 | 434 | 336 | 658 | 193 | 337 | 337 | 328 | 265 | 212 | 115 | 160 | 125 |
| 1 SUN. 9.22P 1 CBS N | | 95 | 95 | B | 22.2 | 32 | 1727 | 1878 | 806 | 293 | 896 | 254 | 447 | 411 | 413 | 380 | 620 | 167 | 306 | 295 | 306 | 267 | 175 | 100 | 187 | 133 |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NUMBER "96" | 3 | 180 | | A | 10.9 | 18 | 848 | 1469 | 594 | 261^ | 665 | 147^ | 338 | 340 | 367 | 263^ | 562 | 169^ | 280 | 360 | 298 | 188^ | 154^ | 77^ | 88^ | 32v |
| 1 FRI. 9.00P 60 NBC CS | | 94 | | B | 11.4 | 19 | 887 | 1596 | 670 | 276 | 780 | 244 | 423 | 376 | 372 | 293 | 565 | 190 | 299 | 327 | 249 | 204 | 133 | 71 | 118 | 82 |
| 9.00 - 9.30 | | | | A | 11.5 | 19 | 895 | 1446 | 589 | 243^ | 657 | 148^ | 327 | 319 | 355 | 268 | 552 | 162^ | 270 | 349 | 295 | 188^ | 159^ | 87^ | 78^ | 30v |
| 9.30 - 10.00 | | | | A | 10.4 | 17 | 809 | 1467 | 590 | 272^ | 663 | 142^ | 343 | 355 | 374 | 256^ | 565 | 173^ | 288^ | 362 | 298 | 188^ | 144^ | 64v | 95^ | 33v |
| ONE DAY AT A TIME | 9 | 197 | 199 | A | 23.8 | 33 | 1852 | 1915 | 820 | 347 | 888 | 260 | 473 | 449 | 419 | 346 | 661 | 207 | 337 | 331 | 312 | 270 | 196 | 112 | 170 | 114 |
| 1 SUN. 8.54P 30 CBS CS | | 99 | 99 | B | 23.7 | 34 | 1844 | 1880 | 797 | 294 | 888 | 256 | 437 | 400 | 404 | 380 | 635 | 172 | 310 | 304 | 313 | 273 | 162 | 94 | 195 | 133 |
| 2 SUN. 8.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ORANGE BOWL GAME(S) | | 218 | | A | 24.1 | 38 | 1875 | 1912 | 566 | 203 | 604 | 180 | 323 | 315 | 325 | 216 | 992 | 338 | 602 | 612 | 520 | 285 | 171 | 50^ | 145 | 120^ |
| 1 THU. 8.09P 207 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 23.3 | 36 | 1813 | 2003 | 583 | 192 | 606 | 156 | 280 | 300 | 352 | 240 | 1067 | 346 | 613 | 647 | 567 | 324 | 146 | 43^ | 184 | 134 |
| 8.30 - 9.00 | | | | A | 22.7 | 34 | 1766 | 2022 | 564 | 173 | 588 | 154 | 281 | 271 | 339 | 232 | 1079 | 356 | 625 | 647 | 570 | 317 | 167 | 55^ | 188 | 135^ |
| 9.00 - 9.30 | | | | A | 23.1 | 35 | 1797 | 2028 | 575 | 170 | 618 | 174 | 310 | 304 | 329 | 239 | 1049 | 317 | 601 | 647 | 602 | 314 | 175 | 78^ | 186 | 152 |
| 9.30 - 10.00 | | | | A | 22.8 | 34 | 1774 | 1948 | 570 | 204 | 618 | 181 | 329 | 314 | 320 | 226 | 1042 | 331 | 618 | 641 | 585 | 311 | 144 | 55^ | 144 | 122^ |
| 10.00 - 10.30 | | | | A | 24.7 | 39 | 1922 | 1872 | 535 | 199 | 575 | 187 | 320 | 311 | 302 | 193 | 957 | 343 | 592 | 584 | 479 | 277 | 187 | 38^ | 153 | 132 |
| 10.30 - 11.00 | | | | A | 25.7 | 42 | 1999 | 1856 | 554 | 216 | 599 | 195 | 341 | 336 | 312 | 198 | 926 | 356 | 600 | 581 | 446 | 248 | 205 | 34^ | 126 | 111^ |
| 11.00 - 11.30 | | | | A | 25.9 | 46 | 2015 | 1771 | 593 | 247 | 631 | 200 | 370 | 354 | 328 | 204 | 912 | 335 | 595 | 570 | 455 | 241 | 154 | 48^ | 74^ | 74^ |
| ORANGE BOWL PARADE(S) | | 179 | | A | 11.8 | 24 | 918 | 1961 | 774 | 289 | 889 | 175^ | 359 | 394 | 437 | 434 | 716 | 144^ | 314 | 420 | 392 | 296 | 174^ | 112^ | 182^ | 139^ |
| 1 WED. 10.00P 60 NBC AC | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 12.4 | 25 | 965 | 2006 | 768 | 289 | 895 | 190^ | 365 | 381 | 438 | 434 | 722 | 154^ | 333 | 423 | 387 | 299 | 203^ | 115^ | 186^ | 140^ |
| 10.30 - 11.00 | | | | A | 11.2 | 23 | 871 | 1900 | 777 | 286 | 878 | 156^ | 353 | 406 | 437 | 430 | 705 | 127^ | 290 | 412 | 395 | 293 | 143^ | 105^ | 174^ | 134^ |
| ORPHAN TRAIN(S) | | 168 | | A | 12.1 | 23 | 941 | 2027 | 792 | 298 | 892 | 197^ | 398 | 391 | 389 | 444 | 568 | 172^ | 343 | 338 | 268 | 203^ | 134^ | 71^ | 433 | 257 |
| 1 WED. 8.00P 180 CBS GD | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 10.9 | 20 | 848 | 2107 | 813 | 296 | 932 | 221^ | 367 | 365 | 359 | 489 | 651 | 177^ | 316 | 327 | 272^ | 303 | 149^ | 93^ | 375 | 181^ |
| 8.30 - 9.00 | | | | A | 10.4 | 19 | 809 | 2151 | 803 | 271^ | 912 | 191^ | 342 | 361 | 376 | 491 | 645 | 196^ | 342 | 349 | 271^ | 279^ | 138^ | 87^ | 456 | 221^ |
| 9.00 - 9.30 | | | | A | 11.7 | 23 | 910 | 2074 | 751 | 290 | 882 | 177^ | 372 | 369 | 388 | 452 | 508 | 184^ | 325 | 309 | 212^ | 175^ | 100^ | 56v | 584 | 319 |
| 9.30 - 10.00 | | | | A | 12.0 | 23 | 934 | 2095 | 835 | 331 | 949 | 178^ | 430 | 423 | 434 | 471 | 555 | 169^ | 360 | 348 | 260 | 178^ | 135^ | 59v | 456 | 282 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ORPHAN TRAIN(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 13.6 | 27 | 1058 | 1916 | 779 | 310 | 845 | 199^ | 423 | 402 | 383 | 397 | 516 | 148^ | 343 | 339 | 282 | 150^ | 140^ | 64^ | 415 | 279 |
| 10.30 - 11.00 | | | | A | 14.1 | 29 | 1097 | 1851 | 773 | 290 | 843 | 211^ | 434 | 416 | 380 | 382 | 541 | 161^ | 359 | 357 | 295 | 156^ | 142^ | 76^ | 325 | 246 |
| QUINCY, M.E. | 6 | | 203 | A | 19.2 | 32 | 1494 | 1658 | 752 | 293 | 859 | 355 | 559 | 472 | 364 | 251 | 583 | 253 | 364 | 313 | 231 | 184 | 160 | 115^ | 56^ | 46^ |
| 2 WED. 10.00P 60 NBC OP | | | 98 | B | 18.9 | 32 | 1470 | 1699 | 762 | 306 | 817 | 308 | 515 | 474 | 382 | 241 | 627 | 238 | 388 | 355 | 282 | 197 | 160 | 87 | 95 | 79 |
| 10.00 - 10.30 | | | | A | 19.6 | 32 | 1525 | 1656 | 762 | 284 | 867 | 347 | 557 | 464 | 370 | 260 | 546 | 226 | 329 | 293 | 224 | 182 | 164 | 111^ | 79^ | 69^ |
| 10.30 - 11.00 | | | | A | 18.8 | 32 | 1463 | 1650 | 744 | 304 | 850 | 365 | 559 | 480 | 354 | 241 | 617 | 281 | 400 | 330 | 236 | 186 | 150^ | 116^ | 33v | 19v |
| REAL PEOPLE | 15 | 187 | 212 | A | 18.4 | 30 | 1432 | 1946 | 753 | 246 | 804 | 183 | 325 | 329 | 370 | 399 | 728 | 206 | 399 | 407 | 372 | 257 | 183 | 84^ | 231 | 149 |
| WED. 8.00P 60 NBC PV | | 95 | 99 | B | 21.6 | 34 | 1680 | 1853 | 738 | 282 | 800 | 235 | 403 | 380 | 372 | 319 | 678 | 211 | 367 | 358 | 319 | 250 | 157 | 64 | 218 | 133 |
| 8.00 - 8.30 | | | | A | 17.8 | 29 | 1385 | 1946 | 760 | 243 | 813 | 182 | 325 | 327 | 372 | 409 | 730 | 197 | 389 | 406 | 379 | 263 | 170 | 71^ | 233 | 149 |
| 8.30 - 9.00 | | | | A | 19.0 | 30 | 1478 | 1938 | 744 | 249 | 793 | 183 | 324 | 328 | 366 | 391 | 721 | 213 | 407 | 407 | 362 | 250 | 196 | 95 | 228 | 149 |
| RUN AMERICA(S) | | 192 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 10.00P 60 NBC PV | | 98 | | A | 5.5 | 9 | 428 | 1692 | 612 | 200^ | 656 | 145^ | 399^ | 471^ | 474^ | 174^ | 738 | 185^ | 332^ | 415^ | 479^ | 269^ | 136v | 28v | 162^ | 162^ |
| 10.00 - 10.30 | | | | A | 5.8 | 9 | 451 | 1596 | 548 | 193^ | 587 | 108v | 337^ | 416^ | 446^ | 171^ | 760 | 219^ | 355^ | 422^ | 463^ | 279^ | 109v | 15v | 140^ | 140^ |
| 10.30 - 11.00 | | | | A | 5.2 | 9 | 405 | 1783 | 682 | 205^ | 731 | 182^ | 465^ | 526^ | 506^ | 180^ | 708 | 146v | 303^ | 405^ | 490^ | 257^ | 163^ | 40v | 181^ | 181^ |
| SANFORD | 1 | | 192 | A | 14.6 | 23 | 1136 | 2039 | 877 | 373 | 914 | 265 | 498 | 424 | 429 | 343 | 726 | 173^ | 349 | 369 | 402 | 318 | 106^ | 39v | 293 | 226 |
| 2 FRI. 8.00P 60 NBC CS | | | 98 | B | 14.6 | 23 | 1136 | 2039 | 877 | 373 | 914 | 265 | 498 | 424 | 429 | 343 | 726 | 173 | 349 | 369 | 402 | 318 | 106 | 39 | 293 | 226 |
| 8.00 - 8.30 | | | | A | 14.5 | 23 | 1128 | 2051 | 896 | 372 | 938 | 286 | 519 | 412 | 420 | 357 | 703 | 170^ | 342 | 357 | 379 | 310 | 111^ | 39v | 299 | 231 |
| 8.30 - 9.00 | | | | A | 14.7 | 23 | 1144 | 2020 | 857 | 373 | 889 | 244 | 477 | 434 | 439 | 328 | 748 | 180^ | 356 | 375 | 420 | 328 | 97^ | 37v | 286 | 222 |
| SECRETS-MIDLAND HEIGHTS | 5 | 180 | 175 | A | 10.8 | 18 | 840 | 1799 | 776 | 303 | 853 | 243 | 457 | 450 | 403 | 318 | 752 | 327 | 496 | 455 | 321 | 227 | 119^ | 83^ | 75^ | 61^ |
| 1 SAT. 9.00P 60 CBS GD | | 98 | 98 | B | 11.6 | 20 | 902 | 1700 | 676 | 250 | 775 | 258 | 462 | 414 | 371 | 252 | 653 | 251 | 406 | 372 | 296 | 208 | 142 | 101 | 130 | 96 |
| 2 SAT. 10.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 11.4 | 18 | 887 | 1634 | 769 | 290 | 806 | 154^ | 326 | 406 | 340 | 400 | 652 | 270 | 374 | 376 | 243^ | 261^ | 67v | 67v | 109^ | 94^ |
| 9.30 - 10.00 | | | | A | 10.9 | 17 | 848 | 1625 | 738 | 261^ | 773 | 117^ | 322 | 398 | 361 | 375 | 691 | 282 | 421 | 415 | 274^ | 245^ | 72^ | 72^ | 89^ | 89^ |
| 10.00 - 10.30 | | | | A | 10.3 | 18 | 801 | 1938 | 767 | 311 | 882 | 328 | 558 | 467 | 449 | 246^ | 833 | 395 | 604 | 515 | 372 | 194^ | 173^ | 101^ | 50v | 25v |
| 10.30 - 11.00 | | | | A | 10.4 | 19 | 809 | 2007 | 829 | 348 | 953 | 387 | 642 | 530 | 460 | 239^ | 843 | 384 | 613 | 522 | 393 | 194^ | 165^ | 93^ | 46v | 24v |
| 60 MINUTES | 16 | 203 | 202 | A | 29.5 | 42 | 2295 | 1865 | 745 | 299 | 823 | 233 | 386 | 367 | 375 | 364 | 779 | 253 | 406 | 384 | 360 | 300 | 127 | 60 | 136 | 85 |
| 1 SUN. 7.24P 60 CBS DN | | 99 | 99 | B | 26.8 | 42 | 2085 | 1745 | 732 | 286 | 810 | 213 | 366 | 362 | 373 | 370 | 752 | 215 | 375 | 370 | 368 | 304 | 91 | 39 | 92 | 62 |
| 2 SUN. 7.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 24.6 | 35 | 1914 | 1758 | 751 | 307 | 853 | 248 | 394 | 374 | 410 | 373 | 691 | 205 | 364 | 327 | 340 | 275 | 106^ | 53^ | 108^ | 73^ |
| 7.30 - 8.00 | | | | A | 30.1 | 42 | 2342 | 1849 | 734 | 286 | 810 | 228 | 370 | 347 | 355 | 374 | 794 | 265 | 422 | 388 | 360 | 302 | 122 | 54 | 123 | 77 |
| 8.00 - 8.30 | | | | A | 33.2 | 47 | 2583 | 1961 | 780 | 333 | 847 | 245 | 426 | 414 | 398 | 345 | 802 | 269 | 396 | 406 | 360 | 314 | 138 | 71^ | 174 | 101 |
| SOAP | 8 | 186 | 198 | A | 14.9 | 25 | 1159 | 1854 | 811 | 346 | 867 | 439 | 600 | 480 | 306 | 198 | 687 | 341 | 489 | 444 | 270 | 140 | 187 | 88^ | 113 | 70^ |
| WED. 9.30P 30 ABC CS | | 97 | 99 | B | 18.0 | 28 | 1400 | 1840 | 773 | 353 | 847 | 429 | 611 | 497 | 329 | 173 | 641 | 334 | 468 | 401 | 257 | 131 | 211 | 129 | 141 | 101 |
| STEVE ALLEN COMEDY HR(B) | | | 192 | A | 13.2 | 23 | 1027 | 1758 | 715 | 232 | 793 | 195^ | 382 | 357 | 384 | 339 | 716 | 196^ | 357 | 329 | 330 | 318 | 123^ | 53v | 126^ | 114^ |
| 2 SAT. 10.00P 60 NBC GV | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 13.4 | 23 | 1043 | 1789 | 747 | 248 | 814 | 187^ | 370 | 359 | 401 | 364 | 715 | 184^ | 341 | 306 | 334 | 334 | 119^ | 51v | 141^ | 127^ |
| 10.30 - 11.00 | | | | A | 12.9 | 23 | 1004 | 1726 | 681 | 215^ | 771 | 203^ | 393 | 353 | 365 | 316 | 718 | 207^ | 374 | 355 | 326 | 301 | 129^ | 56v | 108^ | 100^ |
| TAXI | 7 | 187 | 199 | A | 14.4 | 24 | 1120 | 1857 | 850 | 354 | 903 | 401 | 611 | 523 | 366 | 216 | 656 | 294 | 431 | 427 | 289 | 138 | 152 | 80^ | 146 | 79^ |
| WED. 9.00P 30 ABC CS | | 97 | 99 | B | 16.9 | 27 | 1315 | 1826 | 777 | 357 | 847 | 407 | 586 | 483 | 335 | 199 | 642 | 308 | 438 | 393 | 269 | 153 | 180 | 108 | 157 | 96 |
| THAT'S INCREDIBLE | 14 | 200 | 196 | A | 19.1 | 28 | 1486 | 2097 | 768 | 367 | 852 | 325 | 522 | 479 | 397 | 262 | 716 | 246 | 407 | 377 | 344 | 229 | 207 | 103 | 322 | 234 |
| MON. 8.00P 60 ABC PV | | 99 | 98 | B | 20.3 | 30 | 1579 | 1905 | 650 | 266 | 705 | 248 | 423 | 389 | 341 | 217 | 745 | 282 | 450 | 405 | 334 | 229 | 183 | 71 | 272 | 198 |
| 8.00 - 8.30 | | | | A | 18.4 | 27 | 1432 | 2051 | 759 | 349 | 837 | 295 | 501 | 453 | 413 | 267 | 696 | 232 | 394 | 365 | 341 | 226 | 203 | 105 | 315 | 223 |
| 8.30 - 9.00 | | | | A | 19.8 | 29 | 1540 | 2134 | 775 | 383 | 866 | 352 | 542 | 502 | 384 | 258 | 732 | 256 | 418 | 388 | 346 | 231 | 208 | 99 | 328 | 243 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST JAN. 1981 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION – VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THOSE AMAZING ANIMALS | 14 | 192 | 191 | A | 13.1 | 19 | 1019 | 2196 | 748 | 303 | 837 | 264 | 457 | 418 | 380 | 309 | 624 | 200 | 310 | 338 | 323 | 218 | 224 | 123 | 511 | 272 |
| SUN. 7.00P 60 ABC PV | | 97 | 99 | B | 13.7 | 22 | 1066 | 2098 | 730 | 278 | 803 | 289 | 472 | 410 | 348 | 268 | 682 | 247 | 419 | 390 | 330 | 212 | 211 | 110 | 402 | 258 |
| 7.00 - 7.30 | | | | A | 12.1 | 17 | 941 | 2156 | 746 | 301 | 834 | 237 | 429 | 398 | 384 | 330 | 621 | 194 | 302 | 312 | 317 | 235 | 227 | 130 | 474 | 252 |
| 7.30 - 8.00 | | | | A | 14.0 | 20 | 1089 | 2238 | 750 | 306 | 842 | 284 | 479 | 436 | 381 | 294 | 629 | 208 | 320 | 361 | 324 | 206 | 224 | 119 | 543 | 293 |
| THREE'S COMPANY | 9 | 191 | 209 | A | 21.3 | 31 | 1657 | 1962 | 694 | 303 | 751 | 332 | 496 | 440 | 310 | 211 | 599 | 245 | 393 | 368 | 281 | 146 | 248 | 132 | 364 | 262 |
| TUE. 9.00P 30 ABC CS | | 96 | 99 | B | 22.7 | 33 | 1766 | 1856 | 714 | 298 | 783 | 334 | 501 | 429 | 327 | 230 | 592 | 245 | 375 | 333 | 258 | 170 | 212 | 110 | 269 | 189 |
| TIM CONWAY SHOW | 8 | 188 | 185 | A | 17.8 | 28 | 1385 | 2058 | 750 | 275 | 831 | 312 | 487 | 442 | 367 | 270 | 671 | 280 | 424 | 399 | 292 | 187 | 192 | 75^ | 364 | 259 |
| SAT. 8.30P 30 CBS CV | | 96 | 96 | B | 15.0 | 25 | 1167 | 1941 | 731 | 254 | 808 | 282 | 445 | 421 | 363 | 284 | 671 | 248 | 394 | 379 | 311 | 211 | 169 | 72 | 293 | 209 |
| TOO CLOSE FOR COMFORT | 8 | 192 | 209 | A | 19.4 | 29 | 1509 | 1944 | 717 | 293 | 775 | 324 | 495 | 426 | 327 | 237 | 634 | 258 | 427 | 424 | 306 | 131 | 258 | 137 | 277 | 211 |
| TUE. 9.30P 30 ABC CS | | 95 | 99 | B | 21.0 | 32 | 1634 | 1757 | 718 | 288 | 784 | 318 | 487 | 423 | 338 | 239 | 592 | 242 | 372 | 343 | 262 | 169 | 192 | 102 | 189 | 137 |
| TRAPPER JOHN, M.D. | 6 | 196 | 193 | A | 21.7 | 34 | 1688 | 1726 | 814 | 339 | 875 | 283 | 478 | 454 | 402 | 325 | 556 | 193 | 311 | 285 | 254 | 209 | 199 | 125 | 96 | 62^ |
| 1 SUN. 10.24P 60 CBS GD | | 99 | 99 | B | 21.4 | 34 | 1665 | 1730 | 801 | 309 | 884 | 282 | 479 | 440 | 401 | 337 | 574 | 180 | 304 | 275 | 268 | 230 | 179 | 101 | 93 | 60 |
| 2 SUN. 10.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 24.5 | 37 | 1906 | 1774 | 825 | 321 | 892 | 275 | 480 | 447 | 410 | 349 | 534 | 154 | 271 | 252 | 240 | 229 | 228 | 148 | 120^ | 74^ |
| 10.30 - 11.00 | | | | A | 21.5 | 34 | 1673 | 1706 | 808 | 325 | 858 | 281 | 460 | 444 | 387 | 321 | 553 | 198 | 314 | 283 | 247 | 209 | 197 | 122 | 98 | 63^ |
| 11.00 - 11.30 | | | | A | 19.2 | 34 | 1494 | 1691 | 812 | 399 | 896 | 302 | 519 | 494 | 423 | 296 | 580 | 226 | 353 | 335 | 281 | 173 | 160 | 104^ | 55^ | 38v |
| 20/20 | 12 | | 198 | A | 20.5 | 34 | 1595 | 1739 | 729 | 238 | 809 | 265 | 517 | 445 | 424 | 237 | 788 | 306 | 515 | 501 | 380 | 207 | 118^ | 61^ | 24v | 24v |
| 2 THU. 10.00P 60 ABC DN | | | 99 | B | 16.1 | 27 | 1253 | 1647 | 730 | 239 | 791 | 294 | 481 | 425 | 362 | 245 | 686 | 263 | 426 | 381 | 311 | 210 | 119 | 56 | 51 | 41 |
| 10.00 - 10.30 | | | | A | 20.2 | 33 | 1572 | 1727 | 709 | 236 | 793 | 261 | 505 | 430 | 415 | 231 | 782 | 299 | 518 | 499 | 390 | 197 | 128^ | 64^ | 24v | 24v |
| 10.30 - 11.00 | | | | A | 20.8 | 35 | 1618 | 1747 | 748 | 238 | 823 | 269 | 528 | 459 | 432 | 241 | 791 | 312 | 512 | 500 | 369 | 218 | 109^ | 56^ | 24v | 24v |
| VEGA$ | 9 | 179 | 190 | A | 14.7 | 27 | 1144 | 1685 | 695 | 312 | 756 | 337 | 466 | 357 | 301 | 221 | 583 | 214 | 320 | 276 | 284 | 201 | 207 | 124 | 139 | 94^ |
| WED. 10.00P 60 ABC PD | | 94 | 97 | B | 16.1 | 27 | 1253 | 1747 | 730 | 304 | 819 | 353 | 521 | 419 | 337 | 230 | 650 | 281 | 402 | 325 | 266 | 206 | 181 | 100 | 97 | 68 |
| 10.00 - 10.30 | | | | A | 14.8 | 26 | 1151 | 1692 | 690 | 313 | 763 | 347 | 470 | 352 | 294 | 225 | 578 | 216 | 321 | 279 | 274 | 198 | 214 | 124 | 137 | 91^ |
| 10.30 - 11.00 | | | | A | 14.6 | 27 | 1136 | 1677 | 703 | 311 | 753 | 327 | 463 | 366 | 311 | 216 | 584 | 210 | 317 | 274 | 298 | 198 | 195 | 121 | 145 | 97^ |
| WALTONS | 6 | 187 | 188 | A | 19.5 | 29 | 1517 | 2031 | 861 | 308 | 975 | 288 | 453 | 406 | 423 | 459 | 643 | 207 | 339 | 316 | 314 | 256 | 141 | 88 | 272 | 186 |
| THU. 8.00P 60 CBS GD | | 99 | 97 | B | 17.4 | 28 | 1354 | 1940 | 811 | 266 | 941 | 247 | 413 | 368 | 411 | 460 | 648 | 169 | 299 | 289 | 311 | 298 | 128 | 76 | 223 | 143 |
| 8.00 - 8.30 | | | | A | 18.1 | 27 | 1408 | 2024 | 863 | 297 | 979 | 271 | 445 | 401 | 439 | 471 | 631 | 196 | 328 | 311 | 312 | 255 | 139 | 90 | 275 | 184 |
| 8.30 - 9.00 | | | | A | 20.8 | 31 | 1618 | 2040 | 865 | 320 | 977 | 308 | 463 | 412 | 406 | 453 | 655 | 217 | 353 | 320 | 322 | 257 | 137 | 84 | 271 | 191 |
| WHITE SHADOW | 3 | 171 | 179 | A | 15.5 | 23 | 1206 | 1977 | 743 | 343 | 852 | 304 | 502 | 427 | 394 | 295 | 585 | 196 | 319 | 326 | 291 | 209 | 285 | 147 | 255 | 183 |
| TUE. 8.00P 60 CBS GD | | 95 | 98 | B | 15.0 | 23 | 1167 | 1894 | 712 | 352 | 845 | 307 | 500 | 426 | 382 | 286 | 559 | 187 | 314 | 322 | 283 | 192 | 239 | 116 | 251 | 172 |
| 8.00 - 8.30 | | | | A | 14.8 | 22 | 1151 | 1954 | 739 | 345 | 858 | 305 | 502 | 432 | 399 | 301 | 573 | 178 | 299 | 317 | 293 | 213 | 268 | 145 | 255 | 171 |
| 8.30 - 9.00 | | | | A | 16.2 | 24 | 1260 | 1991 | 742 | 339 | 842 | 300 | 498 | 422 | 389 | 287 | 594 | 211 | 333 | 337 | 287 | 203 | 301 | 148 | 254 | 193 |
| WKRP IN CINCINNATI | 9 | 192 | 188 | A | 20.4 | 33 | 1587 | 1953 | 735 | 272 | 808 | 302 | 461 | 420 | 344 | 269 | 660 | 281 | 410 | 401 | 276 | 183 | 169 | 77 | 316 | 220 |
| SAT. 8.00P 30 CBS CS | | 97 | 96 | B | 17.3 | 29 | 1346 | 1896 | 723 | 252 | 797 | 279 | 427 | 406 | 349 | 290 | 653 | 236 | 380 | 375 | 303 | 207 | 170 | 76 | 276 | 183 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE T-TH | 37 | 191 | | A | 7.6 | 19 | 591 | 1347 | 543 | 169^ | 580 | 125^ | 277 | 324 | 341 | 245 | 711 | 278 | 443 | 428 | 336 | 195^ | 44v | 25v | 12v | 12v |
| 1 TUE. 11.30P 20 ABC N | | 97 | | B | 8.2 | 26 | 638 | 1387 | 586 | 214 | 655 | 207 | 351 | 331 | 333 | 234 | 657 | 238 | 372 | 336 | 311 | 234 | 60 | 21 | 15 | 12 |
| 1 THU. 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE MON | 13 | 192 | | A | 4.3 | 20 | 335 | 1358 | 578^ | 268^ | 727 | 194^ | 388^ | 367^ | 381^ | 306^ | 472^ | 132v | 344^ | 356^ | 340^ | 95v | 96v | 24v | 63v | 63v |
| 1 MON. 12.39A 21 ABC N | | 97 | | B | 5.5 | 27 | 428 | 1267 | 432 | 144 | 486 | 171 | 282 | 260 | 242 | 155 | 745 | 313 | 464 | 394 | 316 | 221 | 31 | LT | LT | LT |
| ABC NEWS:NIGHTLINE M-TH | 4 | | 192 | A | 8.7 | 25 | 677 | 1456 | 617 | 251 | 667 | 214 | 392 | 373 | 376 | 188 | 731 | 271 | 419 | 384 | 351 | 267 | 31v | 15v | 27v | 18v |
| 2 M-TH 11.30P 30 ABC N | | | 98 | B | 8.7 | 25 | 677 | 1456 | 617 | 251 | 667 | 214 | 392 | 373 | 376 | 188 | 731 | 271 | 419 | 384 | 351 | 267 | 31 | 15 | 27 | 18 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME<br>WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | 14 | 176 | 174 | A | 9.0 | 18 | 700 | 1527 | 617 | 274 | 661 | 303 | 394 | 334 | 294 | 203 | 592 | 234 | 376 | 329 | 274 | 193 | 158^ | 95^ | 116^ | 88^ |
| SAT. 11.00P 15 ABC N | | 93 | 93 | B | 8.1 | 17 | 630 | 1525 | 641 | 257 | 687 | 253 | 410 | 382 | 347 | 218 | 616 | 243 | 378 | 333 | 279 | 200 | 117 | 71 | 105 | 77 |
| ABC WEEKEND REPORT-SUN. | 14 | 169 | 168 | A | 6.5 | 14 | 506 | 1423 | 603 | 206^ | 631 | 188^ | 361 | 373 | 417 | 196^ | 718 | 344 | 455 | 442 | 335 | 172^ | 74^ | 37v | LT | LT |
| 1 SUN. 11.18P 15 ABC N | | 93 | 93 | B | 5.6 | 13 | 436 | 1459 | 591 | 248 | 657 | 234 | 390 | 361 | 363 | 183 | 703 | 284 | 436 | 431 | 343 | 191 | 72 | 28 | 27 | 23 |
| 2 SUN. 11.00P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-BRADLEY | 16 | 128 | 130 | A | 8.7 | 19 | 677 | 1198 | 710 | 229 | 734 | 111^ | 248 | 346 | 506 | 349 | 392 | 107^ | 177^ | 172^ | 230 | 188 | 56^ | LT | 16v | 16v |
| 1 SUN. 11.24P 15 CBS N | | 70 | 71 | B | 7.9 | 17 | 615 | 1486 | 732 | 235 | 823 | 217 | 395 | 386 | 437 | 348 | 566 | 190 | 294 | 254 | 287 | 235 | 65 | 35 | 32 | 17 |
| 2 SUN. 11.00P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARLIE'S ANGELS-11.30 | 12 | 175 | | A | 6.2 | 22 | 482 | 1564 | 548 | 145^ | 652 | 202^ | 413^ | 383^ | 391^ | 155^ | 573 | 179^ | 335^ | 374^ | 383^ | 89v | 188^ | 118v | 151^ | 151^ |
| 1 THU. 12.00M 68 ABC PD | | 94 | | B | 4.6 | 20 | 358 | 1320 | 550 | 175 | 618 | 218 | 331 | 321 | 332 | 177 | 546 | 190 | 312 | 275 | 261 | 182 | 130 | 60 | 26 | 26 |
| 12.00 - 12.30 | | | | A | 6.0 | 19 | 467 | 1591 | 549 | 189^ | 665 | 172^ | 406^ | 468^ | 445^ | 124v | 571 | 169^ | 334^ | 377^ | 402^ | 81v | 196^ | 104v | 159^ | 159^ |
| 12.30 - 1.00 | | | | A | 6.4 | 25 | 498 | 1510 | 563 | 111v | 649 | 211^ | 423^ | 343^ | 378^ | 181^ | 554 | 181^ | 346^ | 372^ | 373^ | 63v | 176^ | 108v | 131^ | 131^ |
| CHARLIE'S ANGELS-12.00 | 1 | | 175 | A | 5.1 | 22 | 397 | 854 | 300^ | 63v | 300^ | 143v | 156^ | 148v | 157^ | 116v | 491^ | 201^ | 269^ | 156^ | 134v | 222^ | 63v | 63v | LT | LT |
| 2 THU. 12.00M 68 ABC PD | | | 95 | B | 5.1 | 22 | 397 | 854 | 300 | 63 | 300 | 143 | 156 | 148 | 157 | 116 | 491 | 201 | 269 | 156 | 134 | 222 | 63 | 63 | LT | LT |
| 12.00 - 12.30 | | | | A | 5.2 | 19 | 405 | 864 | 341^ | 84v | 341^ | 173^ | 173^ | 139v | 168^ | 126v | 459^ | 121v | 210^ | 144v | 158^ | 249^ | 64v | 64v | LT | LT |
| 12.30 - 1.00 | | | | A | 5.0 | 24 | 389 | 843 | 262^ | 49v | 262^ | 111v | 142v | 162^ | 151v | 100v | 504^ | 226^ | 290^ | 159^ | 132v | 214^ | 77v | 77v | LT | LT |
| FANTASY ISLAND-12.00 | 1 | | 170 | A | 3.9 | 18 | 303 | 960 | 293^ | LT | 293^ | 66v | 116v | 102v | 151v | 125v | 591^ | 469^ | 469^ | 155v | 23v | 122v | LT | LT | 76v | LT |
| 2 MON. 12.00M 68 ABC A | | | 92 | B | 3.9 | 18 | 303 | 960 | 293 | LT | 293 | 66 | 116 | 102 | 151 | 125 | 591 | 469 | 469 | 155 | 23 | 122 | LT | LT | 76 | LT |
| 12.00 - 12.30 | | | | A | 3.9 | 15 | 303 | 650^ | 155v | LT | 155v | LT | LT | 53v | 82v | 102v | 495^ | 313^ | 313^ | LT | 30v | 182v | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.9 | 20 | 303 | 1228 | 402^ | LT | 402^ | 122v | 212^ | 143v | 201^ | 137v | 690^ | 592^ | 592^ | 252^ | 22v | 98v | LT | LT | 136v | LT |
| FRIDAYS | 13 | 180 | 178 | A | 8.5 | 24 | 661 | 1867 | 569 | 276 | 612 | 308 | 513 | 408 | 286 | 71^ | 689 | 456 | 601 | 442 | 213 | 58^ | 488 | 288 | 78^ | 78^ |
| 1 FRI. 11.30P 71 ABC GV | | 96 | 96 | B | 7.2 | 22 | 560 | 1587 | 521 | 229 | 568 | 287 | 447 | 368 | 257 | 76 | 629 | 377 | 527 | 406 | 223 | 67 | 297 | 153 | 93 | 82 |
| 2 FRI. 11.30P 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.8 | 24 | 762 | 1917 | 595 | 311 | 625 | 305 | 512 | 402 | 312 | 81^ | 736 | 457 | 606 | 468 | 245 | 93^ | 464 | 265 | 92^ | 92^ |
| 12.00 - 12.30 | | | | A | 7.7 | 23 | 599 | 1851 | 565 | 261 | 616 | 316 | 523 | 419 | 272 | 72^ | 664 | 464 | 612 | 439 | 189^ | 27v | 512 | 323 | 59^ | 59^ |
| HAPPY NEW YEAR, AMERICA(S) | | 185 | | A | 9.5 | 26 | 739 | 1980 | 747 | 326 | 966 | 356 | 528 | 436 | 428 | 366 | 668 | 250^ | 359 | 309^ | 324 | 244^ | 145^ | 76v | 201^ | 108^ |
| 1 WED. 11.30P 99 CBS GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 11.7 | 28 | 910 | 2068 | 754 | 332 | 953 | 273 | 474 | 424 | 463 | 419 | 670 | 217^ | 352 | 325 | 335 | 269 | 156^ | 46v | 289 | 165^ |
| 12.00 - 12.30 | | | | A | 9.6 | 25 | 747 | 1972 | 731 | 334 | 960 | 345 | 530 | 444 | 441 | 359 | 714 | 274^ | 389 | 341 | 340 | 250^ | 111^ | 68v | 187^ | 70v |
| 12.30 - 1.00 | | | | A | 7.4 | 23 | 576 | 1969 | 795 | 308^ | 1019 | 486 | 612 | 430 | 372^ | 330^ | 649 | 264^ | 336^ | 274^ | 322^ | 224^ | 175^ | 125^ | 126^ | 72v |
| LATE MOVIE I | 67 | 158 | 157 | A | 7.4 | 23 | 576 | 1424 | 601 | 242 | 704 | 273 | 451 | 425 | 339 | 158 | 553 | 220 | 373 | 358 | 289 | 116 | 98^ | 65^ | 69^ | 65^ |
| 1 MON. 11.30P 72 CBS FF | | 89 | 87 | B | 6.1 | 21 | 475 | 1339 | 624 | 263 | 706 | 265 | 457 | 429 | 367 | 166 | 535 | 214 | 359 | 335 | 280 | 132 | 70 | 35 | 28 | 22 |
| 1 TU&TH 11.30P 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TU 11.30P 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 77 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.30P 68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 76 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.9 | 21 | 615 | 1488 | 633 | 273 | 747 | 280 | 464 | 447 | 361 | 180 | 570 | 211 | 379 | 368 | 306 | 128 | 105 | 66^ | 66^ | 62^ |
| 12.00 - 12.30 | | | | A | 7.2 | 25 | 560 | 1386 | 585 | 230 | 681 | 273 | 444 | 409 | 322 | 149 | 539 | 224 | 371 | 353 | 279 | 107 | 89^ | 60^ | 77^ | 70^ |
| LATE MOVIE II | 60 | 157 | 157 | A | 4.8 | 25 | 373 | 1383 | 514 | 153^ | 581 | 227 | 383 | 359 | 300 | 107^ | 576 | 242 | 408 | 397 | 305 | 83^ | 164 | 78^ | 62^ | 62^ |
| 1 MON. 12.42A 38 CBS FF | | 88 | 87 | B | 4.2 | 24 | 327 | 1272 | 571 | 218 | 625 | 252 | 422 | 380 | 322 | 129 | 552 | 240 | 401 | 360 | 283 | 111 | 79 | 36 | 16 | LT |
| 1 TUE. 12.41A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.41A 36 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.45A 41 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.41A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.41A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.47A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.38A 39 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 12.46A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 5.9 | 29 | 459 | 924 | 469^ | 109v | 482^ | 111v | 207^ | 362^ | 321^ | 120v | 368^ | 202^ | 322^ | 198^ | 166^ | 46v | 74v | 74v | LT | LT |
| 1.00 - 1.30 | | | | A | 4.4 | 26 | 342 | 1424 | 438 | 131^ | 500 | 192 | 316 | 295 | 261 | 103^ | 638 | 260 | 451 | 455 | 342 | 84^ | 207 | 79^ | 79^ | 79^ |
| LOVE BOAT-12.00 | 1 | | 169 | A | 4.8 | 23 | 373 | 1268 | 314^ | 196^ | 437^ | 243^ | 243^ | 187^ | 156v | 127v | 678 | 426^ | 517^ | 397^ | 241^ | 124v | 153v | 153v | LT | LT |
| 2 WED. 12.00M 68 ABC CS | | | 93 | B | 4.8 | 23 | 373 | 1268 | 314 | 196 | 437 | 243 | 243 | 187 | 156 | 127 | 678 | 426 | 517 | 397 | 241 | 124 | 153 | 153 | LT | LT |
| 12.00 - 12.30 | | | | A | 4.8 | 19 | 373 | 1357 | 413^ | 226^ | 536^ | 344^ | 344^ | 285^ | 150v | 127v | 666 | 390^ | 478^ | 277^ | 255^ | 158v | 155v | 155v | LT | LT |
| 12.30 - 1.00 | | | | A | 4.8 | 26 | 373 | 1255 | 250^ | 153v | 373^ | 180^ | 180^ | 123v | 150v | 127v | 721 | 469^ | 566^ | 538^ | 252^ | 100v | 161v | 161v | LT | LT |
| MIDNIGHT SPECIAL | 14 | 192 | 192 | A | 3.3 | 15 | 257 | 1222 | 404^ | 244^ | 443^ | 143^ | 272^ | 194^ | 199^ | 164^ | 455^ | 194^ | 362^ | 330^ | 242^ | 90v | 281^ | 172^ | 43v | 43v |
| FRI. 12.30A 90 NBC PC | | 92 | 93 | B | 3.5 | 18 | 272 | 1111 | 339 | 169 | 402 | 201 | 278 | 220 | 158 | 92 | 455 | 229 | 372 | 294 | 205 | 74 | 211 | 86 | 43 | 43 |
| 12.30 - 1.00 | | | | A | 3.9 | 15 | 303 | 1637 | 555 | 377^ | 627 | 204^ | 376^ | 274^ | 331^ | 231^ | 670 | 215^ | 452 | 419 | 406 | 211^ | 316^ | 181^ | 24v | 24v |
| 1.00 - 1.30 | | | | A | 3.3 | 15 | 257 | 1245 | 373^ | 202^ | 392^ | 105v | 178^ | 124^ | 89v | 214^ | 428^ | 249^ | 412^ | 353^ | 179^ | LT | 394^ | 222^ | 31v | 31v |
| 1.30 - 2.00 | | | | A | 2.8 | 16 | 218 | 560 | 207^ | 92v | 225^ | 106v | 225^ | 151^ | 119v | LT | 161^ | 92v | 161^ | 161^ | 69v | LT | 92v | 92v | 82v | 82v |
| NBC LATE NIGHT MOVIE | 9 | 79 | 81 | A | 2.5 | 10 | 195 | 795 | 373^ | 25v | 379^ | 133v | 164^ | 262^ | 190^ | 102v | 380^ | 257^ | 303^ | 262^ | 92v | 36v | 36v | 36v | LT | LT |
| 1 SUN. 11.30P 63 NBC FF | | 49 | 49 | B | 2.1 | 9 | 163 | 968 | 356 | 122 | 404 | 186 | 234 | 199 | 189 | 128 | 515 | 245 | 393 | 325 | 243 | 106 | LT | LT | LT | LT |
| 2 SUN. 12.06A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 2.3 | 7 | 179 | 1419 | 788^ | LT | 788^ | 206v | 318v | 509^ | 369^ | 279v | 631^ | 284v | 474^ | 631^ | 347^ | LT | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 2.7 | 11 | 210 | 443^ | 171^ | 43v | 171^ | 76v | 76v | 119v | 95v | 28v | 205^ | 167^ | 167^ | 95v | LT | 38v | 67v | 67v | LT | LT |
| 12.30 - 1.00 | | | | A | 2.3 | 12 | 179 | 1017^ | 420^ | LT | 420^ | 190v | 190v | 357^ | 230v | 63v | 597^ | 519^ | 519^ | 286v | LT | 78v | LT | LT | LT | LT |
| NEW YEAR'S ROCKIN EVE '81(S) | | 199 | | A | 14.9 | 37 | 1159 | 1719 | 621 | 271 | 693 | 289 | 454 | 428 | 307 | 171^ | 530 | 277 | 382 | 304 | 213 | 104^ | 282 | 133^ | 214 | 199^ |
| 1 WED. 11.30P 60 ABC PC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 15.5 | 37 | 1206 | 1774 | 662 | 256 | 707 | 293 | 472 | 444 | 314 | 167^ | 543 | 275 | 385 | 318 | 222 | 106^ | 308 | 126^ | 216 | 198 |
| 12.00 - 12.30 | | | | A | 14.3 | 37 | 1113 | 1650 | 578 | 285 | 675 | 286 | 433 | 413 | 299 | 171^ | 510 | 279 | 376 | 288 | 201^ | 96^ | 251 | 137^ | 214 | 198^ |
| POLICE WOMAN-THU. | 11 | 165 | | A | 4.4 | 25 | 342 | 1673 | 566^ | 87v | 614^ | 254^ | 467^ | 348^ | 345^ | 82v | 535^ | 93v | 224^ | 247^ | 377^ | 206^ | 302^ | 208^ | 222^ | 222^ |
| 1 THU. 1.08A 48 ABC OP | | 93 | | B | 3.3 | 22 | 257 | 1118 | 491 | 146 | 524 | 224 | 288 | 213 | 254 | 173 | 470 | 112 | 222 | 201 | 275 | 203 | 90 | 65 | 34 | 34 |
| 1.00 - 1.30 | | | | A | 4.3 | 22 | 335 | 1755 | 574^ | 138v | 669^ | 289^ | 505^ | 344^ | 350^ | 92v | 554^ | 107v | 226^ | 260^ | 379^ | 210^ | 304^ | 220^ | 228^ | 228^ |
| 1.30 - 2.00 | | | | A | 4.4 | 27 | 342 | 1632 | 573^ | 47v | 573^ | 229^ | 446^ | 356^ | 344^ | 70v | 529^ | 85v | 232^ | 243^ | 384^ | 201^ | 307^ | 201^ | 223^ | 223^ |
| POLICE WOMAN | 1 | | 164 | A | 3.3 | 27 | 257 | 1101 | 199v | 191v | 327^ | 180v | 180v | 82v | 147v | 116v | 666^ | 490^ | 558^ | 367^ | 176v | 108v | 108v | 108v | LT | LT |
| 2 WED. 1.08A 43 ABC OP | | | 91 | B | 3.3 | 27 | 257 | 1101 | 199 | 191 | 327 | 180 | 180 | 82 | 147 | 116 | 666 | 490 | 558 | 367 | 176 | 108 | 108 | 108 | LT | LT |
| 1.00 - 1.30 | | | | A | 3.5 | 26 | 272 | 1125 | 261^ | 269^ | 412^ | 243^ | 243^ | 151v | 169v | 110v | 633^ | 489^ | 548^ | 352^ | 144v | 85v | 80v | 80v | LT | LT |
| 1.30 - 2.00 | | | | A | 3.2 | 28 | 249 | 1044 | 121v | 97v | 218v | 96v | 96v | LT | 122v | 122v | 686^ | 474^ | 550^ | 374^ | 212v | 136v | 140v | 140v | LT | LT |
| SATURDAY NIGHT | 13 | 212 | 216 | A | 9.8 | 27 | 762 | 1665 | 473 | 247 | 551 | 316 | 418 | 297 | 207 | 78^ | 634 | 341 | 479 | 401 | 251 | 100^ | 379 | 157^ | 101^ | 78^ |
| SAT. 11.30P 78 NBC GV | | 99 | 99 | B | 10.4 | 31 | 809 | 1584 | 531 | 255 | 612 | 324 | 464 | 358 | 232 | 108 | 646 | 380 | 525 | 418 | 233 | 77 | 269 | 130 | 57 | 49 |
| 11.30 - 12.00 | | | | A | 10.6 | 26 | 825 | 1731 | 524 | 307 | 613 | 325 | 452 | 357 | 255 | 83^ | 646 | 336 | 472 | 386 | 263 | 122^ | 350 | 165 | 122^ | 95^ |
| 12.00 - 12.30 | | | | A | 9.7 | 28 | 755 | 1632 | 471 | 228 | 536 | 319 | 417 | 277 | 194 | 79^ | 628 | 336 | 478 | 421 | 258 | 90^ | 382 | 147^ | 86^ | 66^ |
| TOMORROW SHOW-1 | 55 | 191 | 192 | A | 4.0 | 18 | 311 | 1087 | 495 | 208 | 540 | 177^ | 267 | 218 | 248 | 235 | 457 | 184^ | 293 | 309 | 202 | 119^ | 90^ | 32v | LT | LT |
| 1 M-W 12.30A 30 NBC CC | | 99 | 98 | B | 3.9 | 20 | 303 | 1151 | 528 | 199 | 581 | 172 | 282 | 291 | 277 | 230 | 499 | 202 | 331 | 286 | 220 | 137 | 66 | 25 | LT | LT |
| 1 THU. 1.06A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW SHOW-2 | 55 | 192 | 194 | A | 2.8 | 19 | 218 | 991 | 390 | 175^ | 436 | 165^ | 202^ | 166^ | 174^ | 202^ | 509 | 215^ | 390 | 380 | 257^ | 74^ | 46v | 46v | LT | LT |
| 1 M & W 1.00A 57 NBC CC | | 99 | 99 | B | 2.6 | 20 | 202 | 1011 | 427 | 143 | 482 | 138 | 231 | 237 | 230 | 196 | 485 | 206 | 348 | 309 | 213 | 109 | 41 | LT | LT | LT |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW SHOW-2-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 1.00A 56 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 1.36A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH 1.00A 56 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.0 | 18 | 233 | 1064 | 464 | 236^ | 515 | 184^ | 262 | 219^ | 237^ | 215^ | 502 | 214^ | 369 | 386 | 249^ | 86^ | 47v | 47v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.5 | 18 | 195 | 990 | 339 | 138^ | 395 | 169^ | 169^ | 128^ | 129^ | 195^ | 544 | 237^ | 416 | 385 | 261^ | 77v | 51v | 51v | LT | LT |
| 2.00 - 2.30 | | | | A | 2.7 | 21 | 210 | 871^ | 329^ | LT | 329^ | 86v | 86v | 86v | 62v | 243v | 542^ | 80v | 509^ | 429^ | 429^ | 33v | LT | LT | LT | LT |
| TONIGHT SHOW | 68 | 209 | 212 | A | 8.4 | 25 | 654 | 1370 | 593 | 246 | 642 | 227 | 371 | 320 | 303 | 229 | 608 | 226 | 360 | 364 | 282 | 185 | 97 | 35^ | 23v | 19v |
| 1 MTUWF 11.30P 60 NBC GV | | 99 | 99 | B | 7.6 | 25 | 591 | 1334 | 609 | 238 | 654 | 210 | 348 | 338 | 313 | 240 | 582 | 229 | 360 | 319 | 264 | 177 | 82 | 31 | 16 | 10 |
| 1 THU. 12.06A 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.3 | 25 | 724 | 1416 | 596 | 247 | 648 | 235 | 371 | 324 | 301 | 232 | 642 | 231 | 375 | 382 | 300 | 200 | 100 | 32^ | 26^ | 21v |
| 12.00 - 12.30 | | | | A | 7.6 | 25 | 591 | 1313 | 584 | 260 | 633 | 224 | 378 | 321 | 306 | 216 | 574 | 217 | 342 | 345 | 269 | 175 | 96^ | 36^ | 10v | 9v |
| 12.30 - 1.00 | | | | A | 8.2 | 31 | 638 | 1265 | 556 | 118^ | 556 | 165^ | 261^ | 239^ | 228^ | 272^ | 602 | 253^ | 383 | 337^ | 244^ | 170^ | 62v | 62v | 45v | 45v |
| TUESDAY MOVIE-WEEK-PART 1 | 11 | 170 | | A | 5.3 | 20 | 412 | 1243 | 359^ | 163^ | 359^ | 113v | 153^ | 228^ | 201^ | 127v | 776 | 466^ | 596 | 478^ | 301^ | 119v | 108v | 49v | LT | LT |
| 1 TUE. 11.50P 71 ABC FF | | 93 | | B | 4.4 | 19 | 342 | 1063 | 432 | 167 | 472 | 170 | 291 | 262 | 235 | 135 | 557 | 221 | 369 | 339 | 277 | 149 | 31 | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 5.6 | 19 | 436 | 1206 | 341^ | 167^ | 341^ | 102v | 148^ | 231^ | 209^ | 110v | 800 | 488^ | 623 | 532^ | 312^ | 108v | 65v | 37v | LT | LT |
| 12.30 - 1.00 | | | | A | 4.7 | 21 | 366 | 1279 | 320^ | 156v | 320^ | 99v | 128v | 205^ | 183^ | 115v | 776 | 489^ | 614^ | 432^ | 287^ | 117v | 183^ | 68v | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 9 | 170 | | A | 4.4 | 24 | 342 | 1096 | 143v | 41v | 143v | 40v | 40v | 40v | 59v | 103v | 757 | 391^ | 544^ | 382^ | 366^ | 152v | 196^ | 94v | LT | LT |
| 1 TUE. 1.01A 21 ABC FF | | 93 | | B | 3.4 | 23 | 265 | 834 | 280 | 98 | 307 | 95 | 167 | 141 | 153 | 120 | 482 | 201 | 329 | 286 | 252 | 138 | 45 | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 1 | 1 | | 174 | A | 5.6 | 25 | 436 | 1163 | 378^ | 133v | 523^ | 217^ | 360^ | 226^ | 290^ | 80v | 578 | 307^ | 406^ | 406^ | 229^ | 172^ | 51v | 51v | 11v | LT |
| 2 TUE. 12.00M 72 ABC FF | | | 95 | B | 5.6 | 25 | 436 | 1163 | 378 | 133 | 523 | 217 | 360 | 226 | 290 | 80 | 578 | 307 | 406 | 406 | 229 | 172 | 51 | 51 | 11 | LT |
| 12.00 - 12.30 | | | | A | 6.0 | 22 | 467 | 1390 | 471^ | 157^ | 653 | 272^ | 466^ | 288^ | 345^ | 93v | 644 | 331^ | 466^ | 466^ | 254^ | 178^ | 70v | 70v | 23v | LT |
| 12.30 - 1.00 | | | | A | 5.3 | 27 | 412 | 1044 | 316^ | 112v | 422^ | 177^ | 289^ | 177^ | 245^ | 68v | 576 | 335^ | 394^ | 394^ | 205^ | 182^ | 46v | 46v | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 1 | | 174 | A | 4.8 | 34 | 373 | 949 | 421^ | 244^ | 558^ | 183^ | 383^ | 292^ | 375^ | 83v | 391^ | 174^ | 265^ | 265^ | 217^ | 126v | LT | LT | LT | LT |
| 2 TUE. 1.12A 20 ABC FF | | | 95 | B | 4.8 | 34 | 373 | 949 | 421 | 244 | 558 | 183 | 383 | 292 | 375 | 83 | 391 | 174 | 265 | 265 | 217 | 126 | LT | LT | LT | LT |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | | 201 | A | 10.8 | 27 | 840 | 1717 | 663 | 225^ | 778 | 402 | 546 | 400 | 261^ | 172^ | 373 | 110^ | 256^ | 197^ | 199^ | 107^ | 182^ | 141^ | 384 | 281^ |
| 2 WED. 4.30P 60 ABC FV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 9.9 | 27 | 770 | 1703 | 730 | 215^ | 845 | 438 | 615 | 453 | 286^ | 176^ | 330 | 64v | 194^ | 149^ | 188^ | 117^ | 152^ | 118^ | 376 | 265^ |
| 5.00 - 5.30 | | | | A | 11.8 | 28 | 918 | 1699 | 597 | 228^ | 708 | 366 | 482 | 352 | 237^ | 163^ | 395 | 144^ | 302 | 233^ | 204^ | 93^ | 207^ | 159^ | 389 | 292 |
| ABC DAYTIME NEWSBRIEF-M-F | 69 | 173 | 173 | A | 10.2 | 30 | 794 | 1481 | 792 | 230 | 927 | 488 | 699 | 523 | 305 | 194 | 237 | 103 | 170 | 117 | 113 | 62^ | 143 | 109 | 174 | 103 |
| M-F 1.57P 2 ABC N | | 93 | 93 | B | 8.6 | 30 | 669 | 1319 | 818 | 210 | 922 | 480 | 694 | 558 | 342 | 166 | 195 | 95 | 145 | 108 | 77 | 46 | 102 | 77 | 100 | 43 |
| AFTERNOON PLAYHOUSE(S) | | | 171 | A | 7.8 | 20 | 607 | 1633 | 690 | 304^ | 825 | 310^ | 482 | 434 | 366^ | 285^ | 278^ | 94v | 139^ | 89v | 86v | 122^ | 181^ | 141^ | 349^ | 246^ |
| 2 TUE. 4.00P 60 CBS CL | | | 89 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 7.1 | 19 | 552 | 1625 | 699 | 306^ | 842 | 304^ | 502 | 475 | 413^ | 268^ | 239^ | 87v | 128^ | 70v | 57v | 111^ | 202^ | 161^ | 342^ | 242^ |
| 4.30 - 5.00 | | | | A | 8.4 | 21 | 654 | 1647 | 682 | 299^ | 810 | 314^ | 464 | 404 | 328^ | 298^ | 308^ | 92^ | 145^ | 104^ | 115^ | 132^ | 169^ | 126^ | 360^ | 253^ |
| ALICE-M-F | 63 | 166 | 168 | A | 8.2 | 32 | 638 | 1815 | 597 | 192 | 721 | 293 | 480 | 413 | 301 | 211 | 280 | 116 | 165 | 132 | 118 | 97 | 274 | 129 | 540 | 324 |
| MTUWF 10.30A 30 CBS CS | | 94 | 94 | B | 5.9 | 29 | 459 | 1477 | 653 | 180 | 776 | 329 | 480 | 387 | 309 | 249 | 273 | 106 | 155 | 125 | 124 | 101 | 117 | 58 | 311 | 141 |
| ALL MY CHILDREN | 69 | 191 | 195 | A | 10.6 | 32 | 825 | 1509 | 809 | 244 | 945 | 492 | 715 | 536 | 329 | 192 | 235 | 105 | 169 | 121 | 106 | 60^ | 150 | 115 | 179 | 108 |
| M-F 1.00P 60 ABC DD | | 98 | 99 | B | 9.0 | 33 | 700 | 1347 | 830 | 221 | 928 | 471 | 694 | 559 | 353 | 170 | 204 | 99 | 147 | 115 | 78 | 50 | 108 | 84 | 107 | 45 |
| 1.00 - 1.30 | | | | A | 10.3 | 31 | 801 | 1526 | 816 | 248 | 956 | 492 | 722 | 546 | 342 | 191 | 235 | 101 | 166 | 122 | 108 | 63^ | 148 | 116 | 187 | 112 |
| 1.30 - 2.00 | | | | A | 10.9 | 33 | 848 | 1488 | 800 | 235 | 936 | 491 | 708 | 530 | 319 | 192 | 232 | 107 | 171 | 119 | 103 | 56^ | 149 | 112 | 171 | 104 |
| ANOTHER WORLD | 69 | 201 | 207 | A | 6.3 | 18 | 490 | 1286 | 756 | 235 | 837 | 267 | 443 | 390 | 378 | 337 | 279 | 46^ | 69^ | 62^ | 127 | 189 | 82^ | 69^ | 88^ | 55^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST JAN. 1981 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANOTHER WORLD-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M-F 2.00P 60 NBC DD | | 99 | 99 | B | 5.1 | 18 | 397 | 1215 | 780 | 203 | 875 | 294 | 467 | 429 | 361 | 349 | 224 | 43 | 59 | 50 | 81 | 149 | 48 | 38 | 68 | 31 |
| 2.00 - 2.30 | | | | A | 6.3 | 19 | 490 | 1276 | 757 | 230 | 840 | 271 | 442 | 384 | 368 | 343 | 286 | 46^ | 72^ | 66^ | 129 | 194 | 79^ | 66^ | 71^ | 47^ |
| 2.30 - 3.00 | | | | A | 6.2 | 18 | 482 | 1293 | 755 | 239 | 834 | 264 | 442 | 397 | 385 | 334 | 273 | 45^ | 68^ | 58^ | 124 | 187 | 86^ | 73^ | 100^ | 60^ |
| AS THE WORLD TURNS | 67 | 194 | 193 | A | 8.5 | 27 | 661 | 1477 | 867 | 203 | 973 | 202 | 396 | 431 | 454 | 470 | 271 | 76^ | 110 | 84^ | 108 | 143 | 84^ | 76^ | 149 | 87^ |
| 1 M-W 2.00P 60 CBS DD | | 99 | 99 | B | 7.9 | 28 | 615 | 1291 | 841 | 157 | 958 | 204 | 421 | 441 | 468 | 437 | 213 | 51 | 81 | 68 | 75 | 125 | 49 | 39 | 71 | 27 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 8.4 | 27 | 654 | 1454 | 859 | 201 | 959 | 193 | 385 | 422 | 449 | 469 | 263 | 76^ | 111 | 74^ | 103 | 139 | 81^ | 72^ | 151 | 84^ |
| 2.30 - 3.00 | | | | A | 8.7 | 27 | 677 | 1465 | 859 | 203 | 967 | 209 | 403 | 433 | 450 | 458 | 275 | 75^ | 108 | 91 | 109 | 146 | 84^ | 77^ | 139 | 84^ |
| AS THE WORLD TURNS-FRI(B) | | 169 | | A | 8.3 | 24 | 646 | 1409 | 793 | 174^ | 858 | 129^ | 365^ | 429 | 476 | 393 | 202^ | 74v | 74v | 74v | 54v | 128^ | 249^ | 165^ | 100^ | 39v |
| 1 FRI. 2.00P 60 CBS DD | | 84 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 8.6 | 25 | 669 | 1387 | 814 | 186^ | 881 | 118^ | 375 | 424 | 495 | 416 | 188^ | 57v | 57v | 57v | 58v | 131^ | 233^ | 161^ | 85v | 31v |
| 2.30 - 3.00 | | | | A | 8.1 | 23 | 630 | 1398 | 755 | 159^ | 817 | 136^ | 347^ | 423 | 446 | 364^ | 214^ | 91v | 91v | 91v | 49v | 123^ | 257^ | 165^ | 110^ | 44v |
| BLOCKBUSTERS | 48 | 139 | 139 | A | 4.0 | 16 | 311 | 1511 | 733 | 61^ | 797 | 222 | 299 | 251 | 288 | 441 | 432 | 156^ | 174^ | 179^ | 166^ | 210 | 57^ | LT | 225 | 142^ |
| 1 MTUWF 10.30A 30 NBC QG | | 76 | 76 | B | 3.3 | 16 | 257 | 1440 | 769 | 115 | 842 | 227 | 346 | 322 | 301 | 432 | 415 | 108 | 161 | 180 | 179 | 209 | 54 | 25 | 129 | 77 |
| 2 M-F 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAPTAIN KANGAROO | 67 | 176 | 176 | A | 3.1 | 15 | 241 | 1618 | 406 | 99^ | 427 | 154^ | 262 | 225^ | 215^ | 144^ | 204^ | 51v | 88^ | 91^ | 121^ | 95^ | 86^ | 41v | 901 | 315 |
| M-F 8.00A 60 CBS C | | 98 | 98 | B | 2.6 | 13 | 202 | 1422 | 409 | 91 | 427 | 199 | 283 | 223 | 160 | 121 | 149 | 51 | 81 | 80 | 74 | 55 | 47 | LT | 799 | 187 |
| 8.00 - 8.30 | | | | A | 2.6 | 14 | 202 | 1579 | 421 | 93^ | 436 | 158^ | 262^ | 204^ | 224^ | 153^ | 183^ | 30v | 69v | 85^ | 123^ | 89^ | 59v | 24v | 901 | 292 |
| 8.30 - 9.00 | | | | A | 3.7 | 17 | 288 | 1556 | 365 | 94^ | 389 | 146^ | 242 | 221 | 190^ | 126^ | 198^ | 59^ | 90^ | 90^ | 107^ | 91^ | 97^ | 49v | 872 | 323 |
| CARD SHARKS | 69 | 132 | 134 | A | 3.8 | 13 | 296 | 1419 | 845 | 189^ | 923 | 186^ | 463 | 422 | 436 | 389 | 357 | 83^ | 162^ | 144^ | 152^ | 186^ | 54^ | 40v | 85^ | 34v |
| 1 MTUWF 12.00N 30 NBC QG | | 67 | 68 | B | 3.1 | 13 | 241 | 1360 | 775 | 154 | 843 | 193 | 356 | 335 | 362 | 428 | 316 | 72 | 121 | 96 | 140 | 183 | 85 | 44 | 116 | 63 |
| 2 M-F 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COTTON BOWL GAME(S) | | 195 | | A | 10.1 | 19 | 786 | 1800 | 579 | 266^ | 666 | 290^ | 392 | 284^ | 254^ | 216^ | 886 | 317 | 529 | 499 | 441 | 252^ | 101^ | 22v | 147^ | 131^ |
| 1 THU. 2.00P 195 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 11.8 | 23 | 918 | 1874 | 615 | 285 | 752 | 379 | 465 | 274 | 245^ | 242^ | 852 | 249^ | 466 | 513 | 500 | 251^ | 81^ | 21v | 189^ | 168^ |
| 2.30 - 3.00 | | | | A | 10.6 | 20 | 825 | 1885 | 593 | 288 | 711 | 347 | 410 | 283^ | 227^ | 252^ | 941 | 325 | 577 | 562 | 503 | 258^ | 43v | LT | 190^ | 165^ |
| 3.00 - 3.30 | | | | A | 10.3 | 20 | 801 | 1764 | 576 | 269^ | 646 | 235^ | 307 | 263^ | 245^ | 289^ | 898 | 317 | 526 | 532 | 447 | 265^ | 106^ | LT | 114^ | 100^ |
| 3.30 - 4.00 | | | | A | 10.8 | 21 | 840 | 1795 | 533 | 307 | 655 | 258^ | 382 | 284 | 257^ | 226^ | 912 | 346 | 572 | 524 | 435 | 239^ | 105^ | 17v | 123^ | 113^ |
| 4.00 - 4.30 | | | | A | 10.1 | 19 | 786 | 1576 | 489 | 246^ | 554 | 196^ | 324 | 272^ | 255^ | 171^ | 803 | 286^ | 509 | 488 | 402 | 204^ | 97^ | LT | 122^ | 113^ |
| 4.30 - 5.00 | | | | A | 8.5 | 16 | 661 | 1858 | 590 | 161^ | 602 | 296^ | 413 | 276^ | 254^ | 108^ | 1006 | 430 | 608 | 408 | 405 | 300^ | 119^ | 43v | 131^ | 115^ |
| COTTON BOWL PARADE(S) | | 192 | | A | 13.9 | 35 | 1081 | 1942 | 667 | 298 | 724 | 161^ | 295 | 309 | 373 | 351 | 594 | 103^ | 240 | 280 | 336 | 293 | 244 | 156^ | 380 | 211^ |
| 1 THU. 10.00A 90 CBS AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 10.6 | 30 | 825 | 1816 | 626 | 312 | 672 | 116^ | 261^ | 283^ | 402 | 331 | 525 | 91^ | 217^ | 256^ | 296 | 261^ | 207^ | 144^ | 412 | 217^ |
| 10.30 - 11.00 | | | | A | 14.4 | 36 | 1120 | 1983 | 665 | 294 | 724 | 174^ | 303 | 290 | 367 | 347 | 611 | 111^ | 250 | 283 | 331 | 304 | 268 | 179^ | 380 | 208^ |
| 11.00 - 11.30 | | | | A | 16.7 | 37 | 1299 | 1985 | 696 | 293 | 761 | 183^ | 316 | 343 | 361 | 366 | 621 | 101^ | 248 | 294 | 365 | 303 | 242 | 139^ | 361 | 210 |
| DAYS OF OUR LIVES | 69 | 206 | 209 | A | 6.5 | 21 | 506 | 1332 | 847 | 168 | 901 | 289 | 445 | 358 | 377 | 415 | 273 | 28v | 61^ | 61^ | 120 | 202 | 77^ | 71^ | 81^ | 43^ |
| 1 MTUWF 1.00P 60 NBC DD | | 99 | 99 | B | 5.5 | 20 | 428 | 1324 | 857 | 172 | 942 | 321 | 482 | 393 | 349 | 419 | 274 | 47 | 76 | 66 | 103 | 182 | 48 | 32 | 60 | 29 |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 6.3 | 20 | 490 | 1341 | 853 | 161 | 906 | 288 | 441 | 353 | 373 | 426 | 281 | 21v | 58^ | 61^ | 124 | 213 | 77^ | 73^ | 77^ | 33^ |
| 1.30 - 2.00 | | | | A | 6.7 | 21 | 521 | 1307 | 835 | 172 | 893 | 290 | 446 | 358 | 375 | 404 | 261 | 31^ | 61^ | 62^ | 115 | 190 | 72^ | 67^ | 81^ | 50^ |
| DOCTORS | 68 | 186 | 187 | A | 4.6 | 16 | 358 | 1455 | 844 | 248 | 881 | 322 | 472 | 367 | 368 | 358 | 313 | 67^ | 88^ | 103^ | 169 | 195 | 126^ | 89^ | 135^ | 78^ |
| 1 MTUWF 12.30P 30 NBC DD | | 92 | 92 | B | 3.6 | 15 | 280 | 1312 | 808 | 205 | 871 | 288 | 452 | 407 | 349 | 363 | 277 | 63 | 81 | 77 | 142 | 171 | 86 | 61 | 78 | 47 |
| 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT | 63 | 151 | 150 | A | 5.6 | 16 | 436 | 1404 | 658 | 256 | 780 | 340 | 488 | 401 | 270 | 237 | 333 | 149 | 187 | 114^ | 119^ | 145 | 105^ | 85^ | 186 | 108^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MTUWF 4.00P 30 ABC DD | | 82 | 81 | B | 5.0 | 16 | 389 | 1398 | 743 | 244 | 850 | 372 | 558 | 454 | 337 | 225 | 288 | 132 | 167 | 112 | 101 | 112 | 110 | 94 | 150 | 74 |
| 2 M-F 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | 70 | 175 | 185 | A | 7.8 | 24 | 607 | 1557 | 747 | 135 | 838 | 346 | 523 | 411 | 331 | 274 | 366 | 136 | 203 | 180 | 157 | 141 | 140 | 83^ | 213 | 138 |
| M-F 12.00N 30 ABC QP | | 91 | 95 | B | 6.2 | 25 | 482 | 1388 | 752 | 171 | 850 | 357 | 523 | 438 | 359 | 261 | 296 | 122 | 166 | 140 | 118 | 113 | 100 | 74 | 142 | 77 |
| FESTIVAL OF LIVELY ARTS(S) | | 150 | | A | 4.0 | 7 | 311 | 2026 | 845 | 254^ | 984 | 366^ | 656^ | 498^ | 426^ | 255^ | 774 | 209^ | 308^ | 308^ | 361^ | 373^ | 167v | 167v | 101v | 64v |
| 1 THU. 5.15P 45 CBS CL | | 85 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.30 - 6.00 | | | | A | 4.3 | 8 | 335 | 2051 | 889 | 240^ | 978 | 353^ | 650^ | 486^ | 414^ | 275^ | 804 | 203^ | 302^ | 339^ | 404^ | 373^ | 173v | 173v | 96v | 61v |
| GENERAL HOSPITAL | 66 | 198 | 197 | A | 12.8 | 37 | 996 | 1447 | 714 | 176 | 836 | 438 | 589 | 430 | 272 | 198 | 230 | 92 | 126 | 92 | 92 | 91 | 164 | 138 | 217 | 144 |
| 1 MTUWF 3.00P 60 ABC DD | | 99 | 99 | B | 11.2 | 36 | 871 | 1367 | 772 | 190 | 861 | 448 | 620 | 460 | 308 | 185 | 196 | 86 | 114 | 78 | 67 | 75 | 161 | 132 | 149 | 94 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 12.4 | 37 | 965 | 1415 | 718 | 178 | 843 | 436 | 593 | 430 | 281 | 199 | 225 | 86 | 120 | 89 | 92 | 91 | 147 | 128 | 200 | 128 |
| 3.30 - 4.00 | | | | A | 13.2 | 37 | 1027 | 1467 | 708 | 175 | 829 | 440 | 585 | 428 | 264 | 197 | 228 | 91 | 125 | 92 | 90 | 90 | 182 | 149 | 228 | 156 |
| GOOD MORNING, AMERICA-730 | 70 | 201 | 200 | A | 4.3 | 28 | 335 | 1355 | 695 | 281 | 758 | 211 | 412 | 397 | 392 | 269 | 423 | 110^ | 182 | 158^ | 191 | 212 | 69^ | 18v | 105^ | 69^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.7 | 26 | 366 | 1371 | 702 | 231 | 765 | 228 | 396 | 404 | 386 | 275 | 411 | 122 | 184 | 170 | 178 | 182 | 76 | 21 | 119 | 75 |
| GOOD MORNING, AMERICA-830 | 70 | 200 | 201 | A | 6.2 | 28 | 482 | 1303 | 711 | 240 | 761 | 228 | 397 | 395 | 396 | 292 | 417 | 133 | 189 | 174 | 172 | 193 | 42^ | 15v | 83^ | 56^ |
| M-F 8.30A 30 ABC N | | 98 | 98 | B | 5.8 | 29 | 451 | 1209 | 733 | 193 | 778 | 228 | 362 | 384 | 375 | 330 | 342 | 95 | 143 | 153 | 149 | 160 | 29 | 13 | 60 | 26 |
| GUIDING LIGHT | 67 | 195 | 196 | A | 8.7 | 25 | 677 | 1498 | 827 | 203 | 944 | 233 | 421 | 430 | 450 | 415 | 292 | 86^ | 124 | 94 | 108 | 147 | 128 | 114 | 134 | 82^ |
| 1 M-W 3.00P 60 CBS DD | | 99 | 99 | B | 8.1 | 26 | 630 | 1347 | 808 | 163 | 930 | 214 | 407 | 416 | 454 | 430 | 234 | 62 | 96 | 83 | 93 | 124 | 87 | 73 | 96 | 45 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 8.7 | 26 | 677 | 1468 | 828 | 200 | 940 | 225 | 413 | 430 | 450 | 417 | 282 | 80^ | 116 | 93 | 104 | 145 | 120 | 112 | 126 | 76^ |
| 3.30 - 4.00 | | | | A | 8.7 | 24 | 677 | 1511 | 820 | 200 | 938 | 237 | 427 | 429 | 447 | 406 | 296 | 89 | 125 | 93 | 110 | 150 | 137 | 117 | 140 | 86^ |
| JEFFERSONS M-F | 63 | 153 | 154 | A | 6.6 | 27 | 513 | 1713 | 528 | 198 | 625 | 255 | 443 | 388 | 288 | 153 | 281 | 130 | 180 | 151 | 124 | 84^ | 244 | 119 | 563 | 346 |
| MTUWF 10.00A 30 CBS CS | | 90 | 90 | B | 4.9 | 25 | 381 | 1430 | 642 | 183 | 726 | 299 | 460 | 389 | 296 | 220 | 258 | 103 | 152 | 140 | 129 | 85 | 115 | 55 | 331 | 153 |
| LAS VEGAS GAMBIT | 48 | 135 | 137 | A | 3.6 | 15 | 280 | 1521 | 800 | 135^ | 835 | 206^ | 307 | 281 | 315 | 446 | 428 | 153^ | 182^ | 189^ | 151^ | 203^ | 36v | LT | 222 | 129^ |
| 1 MTUWF 10.00A 30 NBC QG | | 74 | 75 | B | 3.0 | 14 | 233 | 1470 | 767 | 141 | 849 | 208 | 342 | 311 | 316 | 444 | 444 | 114 | 173 | 180 | 183 | 233 | 44 | LT | 133 | 61 |
| 2 M-F 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOVE BOAT DAYTIME | 70 | 190 | 193 | A | 7.9 | 27 | 615 | 1541 | 617 | 210 | 716 | 326 | 514 | 397 | 275 | 182 | 274 | 160 | 207 | 111 | 94^ | 57^ | 226 | 135 | 325 | 211 |
| M-F 11.00A 60 ABC CS | | 97 | 98 | B | 5.5 | 25 | 428 | 1389 | 668 | 186 | 740 | 362 | 507 | 394 | 280 | 192 | 263 | 146 | 182 | 114 | 89 | 61 | 159 | 116 | 227 | 115 |
| 11.00 - 11.30 | | | | A | 7.2 | 26 | 560 | 1566 | 623 | 223 | 722 | 333 | 526 | 409 | 268 | 177 | 270 | 157 | 203 | 108 | 92^ | 57^ | 227 | 134 | 347 | 228 |
| 11.30 - 12.00 | | | | A | 8.5 | 28 | 661 | 1522 | 616 | 200 | 714 | 323 | 509 | 393 | 280 | 185 | 277 | 161 | 210 | 115 | 97 | 57^ | 223 | 134 | 308 | 196 |
| MAGAZINE(S) | | | 179 | A | 4.2 | 19 | 327 | 1495 | 711^ | 81v | 779 | 302^ | 544^ | 492^ | 345^ | 190^ | 392^ | 140v | 284^ | 229^ | 208^ | 108v | 144v | 77v | 180v | 55v |
| 2 THU. 10.00A 60 CBS DN | | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 4.2 | 19 | 327 | 1498 | 698^ | 77v | 734 | 261^ | 520^ | 481^ | 336^ | 161v | 431^ | 144v | 314^ | 272^ | 241^ | 117v | 119v | 51v | 214^ | 70v |
| 10.30 - 11.00 | | | | A | 4.3 | 20 | 335 | 1427 | 702^ | 84v | 788 | 328^ | 545^ | 487^ | 340^ | 207^ | 337^ | 132v | 244^ | 178v | 170v | 93v | 161v | 99v | 141v | 37v |
| MORNING-CHARLES KURALT | 70 | 183 | 184 | A | 2.6 | 18 | 202 | 1287 | 529 | 104^ | 539 | 69v | 168^ | 228^ | 367 | 301 | 515 | 45v | 148^ | 227^ | 307 | 277^ | 25v | LT | 208^ | 74v |
| M-F 7.15A 45 CBS N | | 98 | 98 | B | 2.8 | 16 | 218 | 1323 | 631 | 207 | 675 | 155 | 291 | 300 | 360 | 309 | 482 | 113 | 215 | 198 | 264 | 211 | 37 | LT | 129 | 52 |
| 7.30 - 8.00 | | | | A | 2.6 | 17 | 202 | 1327 | 564 | 109^ | 579 | 74v | 173^ | 238^ | 401 | 332 | 511 | 45v | 154^ | 232^ | 318 | 268^ | 29v | LT | 208^ | 50v |
| NBC STAR SALUTE(S) | | 204 | | A | 7.4 | 21 | 576 | 1550 | 686 | 264^ | 712 | 138^ | 278^ | 297^ | 423 | 329^ | 558 | 88v | 175^ | 226^ | 344^ | 287^ | 67v | 25v | 213^ | 106^ |
| 1 THU. 10.00A 90 NBC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 5.7 | 20 | 443 | 1510 | 681 | 242^ | 697 | 108v | 255^ | 270^ | 446^ | 361^ | 543 | 62v | 117v | 182^ | 324^ | 311^ | 86v | 31v | 184^ | 126v |
| 10.30 - 11.00 | | | | A | 7.8 | 23 | 607 | 1560 | 653 | 233^ | 701 | 180^ | 311^ | 312^ | 404 | 272^ | 568 | 89v | 177^ | 215^ | 339^ | 293^ | 76v | 22v | 215^ | 146^ |
| 11.00 - 11.30 | | | | A | 8.6 | 21 | 669 | 1589 | 727 | 308^ | 742 | 121^ | 269^ | 307^ | 435 | 363 | 569 | 109^ | 220^ | 272^ | 370 | 268^ | 43v | 24v | 235^ | 57v |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | 67 | 165 | 166 | A | 7.5 | 27 | 584 | 1519 | 728 | 171 | 807 | 216 | 362 | 355 | 336 | 371 | 328 | 94^ | 141 | 120 | 151 | 176 | 82^ | 49^ | 302 | 174 |
| 1 MTUWF 11.57A 2 CBS N | | 90 | 90 | B | 6.2 | 28 | 482 | 1398 | 738 | 163 | 851 | 250 | 411 | 377 | 358 | 366 | 330 | 89 | 140 | 118 | 131 | 178 | 47 | 30 | 170 | 60 |
| 2 M-F 11.57A 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.57 | 67 | 177 | 177 | A | 7.1 | 20 | 552 | 1547 | 867 | 198 | 957 | 244 | 430 | 435 | 436 | 417 | 322 | 98^ | 143 | 102^ | 117 | 156 | 143 | 120 | 125 | 72^ |
| 1 M-W 3.57P 2 CBS N | | 94 | 94 | B | 6.8 | 21 | 529 | 1379 | 810 | 159 | 939 | 231 | 411 | 415 | 448 | 422 | 241 | 66 | 103 | 91 | 98 | 120 | 100 | 83 | 99 | 48 |
| 2 M-F 3.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME-M-F | 63 | 121 | 121 | A | 5.2 | 15 | 405 | 1696 | 670 | 206 | 751 | 259 | 412 | 424 | 358 | 252 | 288 | 110^ | 136^ | 115^ | 102^ | 112^ | 274 | 199 | 383 | 296 |
| 1 M-W 4.00P 30 CBS CS | | 71 | 72 | B | 4.5 | 14 | 350 | 1486 | 701 | 181 | 793 | 270 | 435 | 382 | 396 | 286 | 260 | 85 | 116 | 106 | 98 | 116 | 184 | 127 | 249 | 156 |
| 2 MWTHF 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 66 | 195 | 194 | A | 10.4 | 32 | 809 | 1414 | 761 | 187 | 901 | 458 | 641 | 486 | 299 | 205 | 227 | 101 | 141 | 99 | 87 | 83 | 94 | 78 | 192 | 106 |
| 1 MTUWF 2.00P 60 ABC DD | | 99 | 99 | B | 9.1 | 32 | 708 | 1283 | 818 | 190 | 902 | 474 | 657 | 513 | 321 | 177 | 188 | 82 | 114 | 81 | 63 | 70 | 92 | 77 | 101 | 44 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 10.2 | 32 | 794 | 1409 | 753 | 187 | 890 | 459 | 642 | 487 | 295 | 197 | 223 | 110 | 147 | 98 | 77 | 76 | 101 | 81 | 195 | 105 |
| 2.30 - 3.00 | | | | A | 10.7 | 33 | 832 | 1388 | 758 | 184 | 892 | 447 | 626 | 477 | 295 | 209 | 226 | 93 | 133 | 95 | 91 | 90 | 86 | 75 | 184 | 104 |
| PASSWORD PLUS | 67 | 179 | 181 | A | 5.1 | 18 | 397 | 1408 | 729 | 93^ | 779 | 103^ | 348 | 403 | 453 | 338 | 381 | 109^ | 145^ | 179 | 176 | 175 | 42^ | 33v | 206 | 139^ |
| 1 MTUWF 11.30A 30 NBC QG | | 90 | 91 | B | 4.3 | 19 | 335 | 1249 | 727 | 130 | 789 | 169 | 334 | 346 | 381 | 376 | 337 | 101 | 130 | 139 | 124 | 170 | 52 | 25 | 71 | 37 |
| 2 M-F 11.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PEACH BOWL(S) | | 199 | | A | 8.6 | 21 | 669 | 1707 | 402 | 144^ | 465 | 145^ | 249^ | 277^ | 226^ | 164^ | 878 | 277^ | 478 | 517 | 411 | 301^ | 184^ | 60v | 180^ | 139^ |
| 1 FRI. 3.00P 184 CBS SE | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 7.1 | 20 | 552 | 1632 | 415^ | 123^ | 527 | 147^ | 276^ | 286^ | 284^ | 171^ | 773 | 266^ | 452 | 517 | 385^ | 212^ | 210^ | 79v | 122^ | 101v |
| 3.30 - 4.00 | | | | A | 7.7 | 20 | 599 | 1706 | 400 | 122^ | 500 | 139^ | 306^ | 308^ | 283^ | 140^ | 858 | 268^ | 484 | 550 | 447 | 247^ | 195^ | 53v | 153^ | 124^ |
| 4.00 - 4.30 | | | | A | 8.0 | 21 | 622 | 1788 | 324^ | 71v | 370^ | 84v | 189^ | 232^ | 191^ | 138^ | 927 | 258^ | 465 | 549 | 466 | 322^ | 247^ | 67v | 244^ | 214^ |
| 4.30 - 5.00 | | | | A | 7.7 | 19 | 599 | 1681 | 362^ | 117^ | 395 | 120^ | 236^ | 276^ | 200^ | 119^ | 857 | 283^ | 459 | 477 | 363^ | 309^ | 187^ | 91v | 242^ | 223^ |
| 5.00 - 5.30 | | | | A | 9.7 | 23 | 755 | 1654 | 396 | 180^ | 451 | 175^ | 251^ | 281^ | 195^ | 160^ | 876 | 279^ | 489 | 511 | 405 | 312 | 147^ | 47v | 180^ | 114^ |
| 5.30 - 6.00 | | | | A | 11.3 | 25 | 879 | 1705 | 423 | 178^ | 479 | 174^ | 232^ | 254^ | 191^ | 203^ | 916 | 283 | 490 | 501 | 403 | 350 | 159^ | 38v | 151^ | 90^ |
| PRICE IS RIGHT 1 | 67 | 190 | 189 | A | 7.8 | 30 | 607 | 1662 | 746 | 190 | 847 | 247 | 405 | 387 | 338 | 372 | 334 | 98 | 139 | 114 | 148 | 180 | 121 | 54^ | 360 | 186 |
| 1 MTUWF 11.00A 30 CBS AP | | 95 | 95 | B | 6.1 | 30 | 475 | 1421 | 727 | 170 | 838 | 267 | 419 | 376 | 348 | 356 | 331 | 88 | 136 | 115 | 134 | 176 | 52 | 29 | 200 | 69 |
| 2 M-F 11.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 2 | 67 | 190 | 190 | A | 8.6 | 31 | 669 | 1567 | 736 | 171 | 817 | 225 | 369 | 356 | 350 | 369 | 346 | 86^ | 136 | 121 | 169 | 194 | 97 | 48^ | 307 | 170 |
| 1 MTUWF 11.30A 30 CBS AP | | 95 | 95 | B | 6.9 | 31 | 537 | 1417 | 753 | 158 | 861 | 256 | 415 | 371 | 363 | 378 | 339 | 84 | 135 | 113 | 139 | 190 | 46 | 29 | 171 | 62 |
| 2 M-F 11.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ROSE BOWL FOOTBALL PRE(S) | | 198 | | A | 6.7 | 13 | 521 | 1526 | 557 | 300^ | 589 | 193^ | 331^ | 233^ | 272^ | 228^ | 691 | 238^ | 430^ | 452^ | 338^ | 159^ | 94v | 62v | 152^ | 128^ |
| 1 THU. 4.30P 15 NBC SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| ROSE BOWL GAME(S) | | 219 | | A | 21.9 | 37 | 1704 | 1867 | 550 | 217 | 601 | 175 | 287 | 258 | 297 | 246 | 987 | 310 | 573 | 565 | 524 | 310 | 141 | 36^ | 138^ | 104^ |
| 1 THU. 4.45P 204 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 12.0 | 22 | 934 | 1740 | 521 | 271 | 609 | 202^ | 306 | 242^ | 273 | 223^ | 917 | 291 | 557 | 548 | 468 | 269 | 108^ | 11v | 106^ | 90^ |
| 5.30 - 6.00 | | | | A | 24.9 | 45 | 1937 | 1655 | 469 | 213 | 539 | 135 | 256 | 230 | 267 | 225 | 930 | 279 | 543 | 559 | 502 | 290 | 84^ | 9v | 102^ | 89^ |
| 6.00 - 6.30 | | | | A | 23.9 | 40 | 1859 | 1793 | 502 | 205 | 550 | 161 | 254 | 226 | 276 | 231 | 985 | 296 | 585 | 572 | 549 | 303 | 137 | 26v | 121^ | 87^ |
| 6.30 - 7.00 | | | | A | 23.6 | 38 | 1836 | 1859 | 540 | 230 | 591 | 173 | 290 | 268 | 316 | 234 | 993 | 307 | 565 | 552 | 545 | 329 | 138 | 30v | 137 | 92^ |
| 7.00 - 7.30 | | | | A | 26.5 | 42 | 2062 | 1942 | 581 | 194 | 628 | 185 | 292 | 272 | 297 | 266 | 1023 | 326 | 582 | 573 | 526 | 328 | 136 | 39^ | 155 | 118 |
| 7.30 - 8.00 | | | | A | 27.2 | 42 | 2116 | 2051 | 629 | 213 | 669 | 205 | 330 | 289 | 318 | 273 | 1024 | 326 | 581 | 562 | 527 | 329 | 201 | 72^ | 157 | 125 |
| RYAN'S HOPE | 70 | 183 | 187 | A | 8.3 | 26 | 646 | 1467 | 767 | 191 | 913 | 408 | 631 | 486 | 351 | 233 | 280 | 116 | 182 | 127 | 114 | 93 | 125 | 91 | 149 | 89^ |
| M-F 12.30P 30 ABC DD | | 96 | 96 | B | 6.6 | 26 | 513 | 1330 | 782 | 205 | 880 | 416 | 613 | 505 | 350 | 191 | 249 | 112 | 162 | 129 | 94 | 73 | 90 | 71 | 111 | 41 |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SEARCH FOR TOMORROW | | | | | 68 | 184 | 187 | A | 6.9 | 24 | 537 | 1484 | 727 | 208 | 869 | 227 | 387 | 420 | 392 | 387 | 328 | 109^ | 126 | 104^ | 124 | 181 | 84^ | 60^ | 203 | 90^ |
| 1 MTUWF | 12.30P | 30 | CBS | DD | | 95 | 96 | B | 6.3 | 26 | 490 | 1305 | 757 | 175 | 880 | 236 | 397 | 412 | 380 | 403 | 289 | 65 | 101 | 92 | 119 | 167 | 39 | 29 | 97 | 31 |
| 2 M-F | 12.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUGAR BOWL GAME(S) | | | | | | 204 | | A | 23.3 | 44 | 1813 | 1747 | 516 | 209 | 577 | 189 | 332 | 301 | 294 | 199 | 942 | 337 | 570 | 577 | 493 | 281 | 108^ | 35^ | 120^ | 87^ |
| 1 THU. | 2.00P | 214 | ABC | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | 2.00 - 2.30 | | | | | | | A | 21.5 | 41 | 1673 | 1687 | 472 | 217 | 531 | 165 | 314 | 284 | 275 | 183 | 933 | 312 | 565 | 532 | 499 | 290 | 72^ | 19v | 151 | 104^ |
| | 2.30 - 3.00 | | | | | | | A | 23.9 | 45 | 1859 | 1675 | 450 | 189 | 499 | 159 | 287 | 263 | 270 | 175 | 956 | 353 | 578 | 547 | 478 | 295 | 88^ | 22v | 132 | 88^ |
| | 3.00 - 3.30 | | | | | | | A | 24.6 | 47 | 1914 | 1760 | 530 | 222 | 590 | 215 | 358 | 325 | 296 | 180 | 931 | 324 | 574 | 578 | 496 | 272 | 86^ | 23v | 153 | 107^ |
| | 3.30 - 4.00 | | | | | | | A | 21.1 | 41 | 1642 | 1700 | 526 | 188 | 564 | 166 | 311 | 294 | 308 | 201 | 935 | 303 | 568 | 602 | 532 | 270 | 91^ | 23v | 110^ | 78^ |
| | 4.00 - 4.30 | | | | | | | A | 23.6 | 45 | 1836 | 1793 | 545 | 204 | 606 | 193 | 344 | 308 | 309 | 214 | 970 | 342 | 584 | 601 | 517 | 283 | 119^ | 42^ | 98^ | 78^ |
| | 4.30 - 5.00 | | | | | | | A | 25.9 | 48 | 2015 | 1865 | 570 | 237 | 657 | 243 | 386 | 332 | 293 | 226 | 975 | 367 | 587 | 600 | 492 | 293 | 144 | 58^ | 89^ | 69^ |
| | 5.00 - 5.30 | | | | | | | A | 23.7 | 43 | 1844 | 1763 | 513 | 198 | 580 | 178 | 330 | 295 | 305 | 206 | 913 | 356 | 545 | 587 | 452 | 269 | 159 | 50^ | 111^ | 84^ |
| TEXAS | | | | | 69 | 197 | 202 | A | 6.0 | 16 | 467 | 1334 | 742 | 222 | 821 | 251 | 444 | 392 | 372 | 334 | 288 | 64^ | 85^ | 67^ | 109^ | 175 | 107^ | 87^ | 118^ | 69^ |
| M-F | 3.00P | 60 | NBC | DD | | 98 | 98 | B | 4.7 | 15 | 366 | 1264 | 761 | 203 | 851 | 267 | 454 | 418 | 374 | 337 | 236 | 62 | 79 | 61 | 79 | 140 | 70 | 55 | 107 | 61 |
| | 3.00 - 3.30 | | | | | | | A | 5.8 | 16 | 451 | 1299 | 739 | 222 | 817 | 242 | 439 | 388 | 381 | 336 | 272 | 55^ | 75^ | 60^ | 107^ | 172 | 101^ | 82^ | 109^ | 64^ |
| | 3.30 - 4.00 | | | | | | | A | 6.3 | 17 | 490 | 1331 | 728 | 210 | 810 | 255 | 440 | 391 | 360 | 325 | 289 | 62^ | 85^ | 70^ | 110^ | 173 | 109^ | 90^ | 123 | 70^ |
| TODAY SHOW-7.30AM | | | | | 70 | 209 | 214 | A | 4.3 | 28 | 335 | 1418 | 740 | 272 | 752 | 137^ | 244 | 248 | 382 | 454 | 589 | 81^ | 165^ | 200 | 227 | 375 | 21v | LT | 56^ | 26v |
| M-F | 7.30A | 30 | NBC | N | | 96 | 99 | B | 4.8 | 27 | 373 | 1346 | 736 | 155 | 772 | 160 | 300 | 271 | 370 | 428 | 503 | 90 | 167 | 170 | 229 | 301 | 24 | LT | 47 | 32 |
| TODAY SHOW-8.30AM | | | | | 69 | 207 | 211 | A | 6.1 | 27 | 475 | 1303 | 718 | 189 | 739 | 118^ | 257 | 250 | 409 | 430 | 503 | 86^ | 139 | 172 | 242 | 315 | 19v | LT | 42^ | 36^ |
| 1 MTUWF | 8.30A | 30 | NBC | N | | 98 | 99 | B | 5.7 | 29 | 443 | 1285 | 748 | 154 | 783 | 150 | 289 | 272 | 376 | 439 | 442 | 76 | 141 | 143 | 200 | 267 | 13 | LT | 47 | 30 |
| 2 M-F | 8.30A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-8.30AM THU(B) | | | | | | 170 | | A | 4.5 | 20 | 350 | 1531 | 839 | 274^ | 839 | 51v | 271^ | 308^ | 525^ | 531^ | 595^ | 200^ | 222^ | 204^ | 249^ | 317^ | 49v | LT | 48v | LT |
| 1 THU. | 8.30A | 30 | NBC | N | | 83 | | | | | | | | | | | | | | | | | | | | | | | | |
| TOURNAMENT-ROSES PARADE(S) | | | | | | 210 | | A | 14.8 | 29 | 1151 | 1809 | 730 | 294 | 783 | 163^ | 316 | 360 | 374 | 365 | 733 | 159^ | 313 | 354 | 389 | 315 | 91^ | 46v | 202^ | 121^ |
| 1 THU. | 11.30A | 150 | NBC | AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - 12.00 | | | | | | | A | 12.1 | 25 | 941 | 1899 | 789 | 327 | 828 | 108^ | 300 | 352 | 441 | 414 | 750 | 169^ | 315 | 353 | 403 | 330 | 101^ | 52v | 220^ | 94^ |
| | 12.00 - 12.30 | | | | | | | A | 14.4 | 29 | 1120 | 2006 | 771 | 290 | 828 | 162^ | 321 | 357 | 393 | 395 | 825 | 197^ | 377 | 395 | 437 | 329 | 129^ | 73^ | 224 | 130^ |
| | 12.30 - 1.00 | | | | | | | A | 15.9 | 30 | 1237 | 1832 | 742 | 288 | 792 | 174^ | 319 | 368 | 369 | 372 | 751 | 153^ | 316 | 350 | 400 | 326 | 103^ | 46v | 186^ | 128^ |
| | 1.00 - 1.30 | | | | | | | A | 16.0 | 30 | 1245 | 1684 | 712 | 312 | 770 | 189^ | 345 | 386 | 355 | 330 | 680 | 135^ | 276 | 331 | 353 | 305 | 49^ | 34v | 185^ | 129^ |
| | 1.30 - 2.00 | | | | | | | A | 15.8 | 29 | 1229 | 1640 | 653 | 260 | 715 | 174^ | 300 | 338 | 325 | 328 | 657 | 147^ | 283 | 335 | 358 | 280 | 68^ | 25v | 200 | 113^ |
| TOURNAMENT-ROSES PARADE(S) | | | | | | 197 | | A | 19.4 | 37 | 1509 | 2030 | 719 | 305 | 818 | 215 | 389 | 375 | 388 | 364 | 672 | 138^ | 282 | 345 | 402 | 280 | 230 | 84^ | 310 | 209 |
| 1 THU. | 11.30A | 150 | CBS | AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - 12.00 | | | | | | | A | 18.2 | 38 | 1416 | 1990 | 704 | 306 | 794 | 201 | 346 | 370 | 376 | 374 | 553 | 98^ | 189 | 249 | 336 | 274 | 245 | 98^ | 398 | 244 |
| | 12.00 - 12.30 | | | | | | | A | 19.3 | 38 | 1502 | 2062 | 769 | 338 | 872 | 229 | 414 | 412 | 410 | 392 | 617 | 122^ | 239 | 299 | 363 | 283 | 244 | 81^ | 329 | 222 |
| | 12.30 - 1.00 | | | | | | | A | 20.8 | 39 | 1618 | 2069 | 705 | 324 | 805 | 202 | 366 | 372 | 373 | 365 | 680 | 149 | 293 | 348 | 397 | 285 | 280 | 96^ | 304 | 198 |
| | 1.00 - 1.30 | | | | | | | A | 20.1 | 37 | 1564 | 2033 | 741 | 284 | 819 | 209 | 392 | 364 | 405 | 358 | 735 | 166 | 321 | 397 | 433 | 282 | 231 | 74^ | 248 | 170 |
| | 1.30 - 2.00 | | | | | | | A | 18.5 | 34 | 1439 | 2007 | 673 | 274 | 801 | 237 | 427 | 369 | 379 | 326 | 765 | 152^ | 353 | 436 | 472 | 271 | 159^ | 75^ | 282 | 218 |
| WHEEL OF FORTUNE | | | | | 68 | 186 | 189 | A | 5.7 | 22 | 443 | 1384 | 666 | 104^ | 717 | 129^ | 288 | 325 | 375 | 346 | 376 | 94^ | 124^ | 146 | 172 | 198 | 114^ | 49^ | 177 | 105^ |
| 1 MTUWF | 11.00A | 30 | NBC | QG | | 90 | 91 | B | 4.3 | 21 | 335 | 1269 | 739 | 122 | 795 | 210 | 363 | 368 | 355 | 358 | 328 | 82 | 112 | 139 | 136 | 170 | 60 | 27 | 86 | 35 |
| 2 M-F | 11.00A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| YOUNG AND THE RESTLESS | | | | | 68 | 194 | 197 | A | 8.8 | 28 | 685 | 1474 | 791 | 194 | 905 | 278 | 483 | 461 | 441 | 347 | 225 | 63^ | 88 | 86^ | 105 | 106 | 116 | 95 | 228 | 109 |
| 1 MTUWF | 1.00P | 60 | CBS | DD | | 98 | 99 | B | 7.6 | 29 | 591 | 1271 | 798 | 149 | 920 | 291 | 476 | 437 | 408 | 374 | 182 | 56 | 78 | 64 | 66 | 94 | 50 | 39 | 119 | 38 |
| 2 M-F | 1.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1.00 - 1.30 | | | | | | | A | 8.7 | 28 | 677 | 1462 | 781 | 188 | 893 | 273 | 481 | 460 | 439 | 335 | 220 | 60^ | 84^ | 79^ | 106 | 110 | 113 | 93 | 236 | 116 |
| | 1.30 - 2.00 | | | | | | | A | 9.0 | 29 | 700 | 1456 | 789 | 189 | 903 | 278 | 475 | 453 | 436 | 354 | 226 | 66^ | 92 | 86 | 103 | 100 | 112 | 92 | 215 | 97 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | 7 | 180 | 186 | A | 6.7 | 21 | 521 | 1816 | 520 | 225^ | 545 | 254 | 353 | 337 | 215^ | 133^ | 296 | 181^ | 212^ | 75^ | 73^ | 67^ | 204^ | 131^ | 771 | 479 |
| SAT. 12.00N 30 ABC FV | | 96 | 96 | B | 6.1 | 21 | 475 | 1717 | 430 | 139 | 444 | 177 | 269 | 236 | 182 | 147 | 277 | 160 | 201 | 127 | 72 | 62 | 200 | 109 | 796 | 509 |
| ABC WIDE WORLD-SPORTS SAT | 5 | | 206 | A | 9.5 | 21 | 739 | 1549 | 425 | 150^ | 475 | 124^ | 246^ | 211^ | 232^ | 193^ | 774 | 252^ | 425 | 388 | 370 | 297^ | 127^ | 24v | 173^ | 153^ |
| 2 SAT. 4.00P 180 ABC SA | | | 99 | B | 8.6 | 20 | 669 | 1578 | 458 | 177 | 498 | 159 | 274 | 254 | 241 | 189 | 757 | 266 | 446 | 419 | 368 | 255 | 145 | 42 | 178 | 123 |
| 4.00 - 4.30 | | | | A | 8.3 | 22 | 646 | 1500 | 398 | 127^ | 449 | 147^ | 258^ | 225^ | 222^ | 158^ | 650 | 159^ | 315^ | 354^ | 348^ | 258^ | 139^ | LT | 262^ | 213^ |
| 4.30 - 5.00 | | | | A | 9.2 | 23 | 716 | 1665 | 431 | 151^ | 493 | 155^ | 269^ | 227^ | 217^ | 181^ | 773 | 227^ | 408 | 406 | 406 | 285^ | 115^ | LT | 284^ | 233^ |
| 5.00 - 5.30 | | | | A | 9.4 | 23 | 731 | 1484 | 406 | 148^ | 470 | 112^ | 233^ | 193^ | 219^ | 200^ | 801 | 256^ | 454 | 397 | 383 | 315^ | 157^ | 29v | 56v | 56v |
| 5.30 - 6.00 | | | | A | 9.5 | 22 | 739 | 1372 | 371 | 116^ | 426 | 69v | 190^ | 148^ | 219^ | 209^ | 742 | 255^ | 435 | 341 | 332 | 307^ | 125^ | 40v | 79v | 79v |
| 6.00 - 6.30 | | | | A | 10.4 | 22 | 809 | 1593 | 458 | 159^ | 508 | 126^ | 261^ | 237^ | 245^ | 215^ | 793 | 256^ | 414 | 384 | 365 | 322 | 127^ | 37v | 165^ | 157^ |
| 6.30 - 7.00 | | | | A | 10.5 | 20 | 817 | 1625 | 461 | 183^ | 491 | 130^ | 260^ | 236^ | 265^ | 188^ | 833 | 328 | 490 | 425 | 370 | 278^ | 98^ | 31v | 203^ | 185^ |
| ALL NEW POPEYE HOUR 1 | 16 | 191 | 188 | A | 7.7 | 26 | 599 | 1579 | 333 | 71^ | 333 | 201^ | 221 | 104^ | 60^ | 107^ | 418 | 175^ | 261 | 227 | 174^ | 137^ | 157^ | 81^ | 671 | 341 |
| SAT. 10.30A 30 CBS CA | | 93 | 90 | B | 7.4 | 29 | 576 | 1650 | 332 | 129 | 385 | 212 | 274 | 168 | 143 | 88 | 328 | 191 | 249 | 166 | 109 | 68 | 190 | 99 | 747 | 354 |
| ALL NEW POPEYE HOUR 2 | 16 | 191 | 188 | A | 7.9 | 26 | 615 | 1553 | 275 | 70^ | 281 | 183^ | 222 | 102^ | 98^ | 59^ | 328 | 176^ | 269 | 208 | 141^ | 48v | 176^ | 95^ | 768 | 422 |
| SAT. 11.00A 30 CBS CA | | 93 | 90 | B | 7.2 | 28 | 560 | 1644 | 322 | 133 | 374 | 218 | 272 | 161 | 127 | 79 | 294 | 166 | 228 | 153 | 108 | 56 | 230 | 121 | 746 | 373 |
| AMERICAN BANDSTAND '81 | 8 | 162 | 170 | A | 5.8 | 17 | 451 | 1725 | 588 | 142^ | 628 | 364 | 428 | 214^ | 126^ | 171^ | 379 | 162^ | 247^ | 145^ | 186^ | 84^ | 311 | 204^ | 407 | 258^ |
| SAT. 12.30P 60 ABC PC | | 86 | 87 | B | 4.5 | 15 | 350 | 1589 | 466 | 123 | 531 | 298 | 379 | 222 | 139 | 132 | 408 | 222 | 294 | 193 | 145 | 98 | 269 | 186 | 381 | 231 |
| 12.30 - 1.00 | | | | A | 5.7 | 17 | 443 | 1711 | 561 | 172^ | 604 | 378 | 428 | 214^ | 101^ | 154^ | 350 | 186^ | 241^ | 110^ | 137^ | 68v | 278 | 182^ | 479 | 306 |
| 1.00 - 1.30 | | | | A | 6.0 | 17 | 467 | 1677 | 593 | 109^ | 627 | 338 | 409 | 199^ | 141^ | 185^ | 389 | 135^ | 240^ | 175^ | 223^ | 95^ | 334 | 219^ | 327 | 206^ |
| ANIMALS, ANIMALS, ANIMALS | 12 | 143 | 132 | A | 2.8 | 9 | 218 | 1463 | 550^ | 275^ | 550^ | 225^ | 343^ | 275^ | 265^ | 207^ | 481^ | 197^ | 292^ | 215^ | 224^ | 174^ | 74v | LT | 358^ | 270^ |
| SUN. 11.30A 30 ABC CL | | 87 | 86 | B | 2.6 | 10 | 202 | 1293 | 411 | 155 | 418 | 171 | 259 | 204 | 186 | 141 | 349 | 156 | 227 | 176 | 128 | 110 | 91 | 57 | 435 | 265 |
| ASK NBC NEWS-8:58AM | 16 | 197 | 197 | A | 3.0 | 19 | 233 | 1983 | 478^ | 91v | 478^ | 242^ | 327^ | 309^ | 111v | 151^ | 254^ | 194^ | 194^ | 81v | 26v | 60v | 169^ | 50v | 1082 | 628 |
| SAT. 8.58A 2 NBC CN | | 98 | 98 | B | 3.9 | 22 | 303 | 1713 | 232 | 64 | 240 | 108 | 163 | 161 | 101 | 46 | 146 | 80 | 106 | 65 | 50 | 35 | 134 | 36 | 1193 | 724 |
| ASK NBC NEWS-10:58AM | 16 | 201 | 203 | A | 5.7 | 20 | 443 | 1544 | 215^ | 91^ | 267^ | 68v | 170^ | 151^ | 150^ | 83^ | 284 | 134^ | 211^ | 148^ | 111^ | 73^ | 223^ | 76^ | 770 | 458 |
| SAT. 10.58A 2 NBC CN | | 98 | 98 | B | 5.5 | 21 | 428 | 1588 | 248 | 110 | 286 | 156 | 205 | 121 | 95 | 65 | 252 | 155 | 197 | 109 | 76 | 51 | 258 | 94 | 792 | 493 |
| ASK NBC NEWS-11:58AM | 16 | 195 | 197 | A | 7.0 | 22 | 545 | 1765 | 384 | 123^ | 420 | 254 | 305 | 139^ | 132^ | 115^ | 423 | 192^ | 312 | 209^ | 170^ | 91^ | 232 | 105^ | 690 | 423 |
| SAT. 11.58A 2 NBC CN | | 96 | 96 | B | 6.0 | 22 | 467 | 1492 | 224 | 72 | 268 | 134 | 171 | 120 | 86 | 77 | 293 | 154 | 202 | 101 | 114 | 81 | 208 | 74 | 723 | 450 |
| ASK NBC NEWS-9:58AM | 15 | 205 | 206 | A | 4.5 | 18 | 350 | 1737 | 331^ | 105^ | 331^ | 234^ | 291^ | 139^ | 85v | 21v | 238^ | 175^ | 175^ | 73v | 63v | 54v | 257^ | 100^ | 911 | 651 |
| SAT. 9.58A 2 NBC CN | | 99 | 99 | B | 5.1 | 21 | 397 | 1628 | 197 | 85 | 210 | 127 | 151 | 110 | 70 | 30 | 117 | 75 | 91 | 59 | 34 | 24 | 191 | 84 | 1110 | 703 |
| BATMAN & SUPER 7 I | 15 | 195 | 197 | A | 6.2 | 21 | 482 | 1774 | 335 | 113^ | 416 | 196^ | 240^ | 143^ | 136^ | 157^ | 440 | 266 | 346 | 248^ | 122^ | 80^ | 234^ | 87^ | 684 | 418 |
| SAT. 11.00A 30 NBC CA | | 96 | 96 | B | 5.5 | 21 | 428 | 1574 | 220 | 88 | 296 | 176 | 198 | 102 | 68 | 82 | 295 | 186 | 232 | 112 | 88 | 58 | 225 | 87 | 758 | 478 |
| BATMAN & SUPER 7 II | 15 | 195 | 197 | A | 6.4 | 20 | 498 | 1769 | 425 | 130^ | 461 | 260 | 325 | 161^ | 168^ | 123^ | 380 | 189^ | 288 | 175^ | 138^ | 78^ | 281 | 144^ | 647 | 405 |
| SAT. 11.30A 30 NBC CA | | 96 | 96 | B | 5.8 | 22 | 451 | 1513 | 231 | 81 | 278 | 142 | 175 | 114 | 85 | 83 | 295 | 172 | 221 | 97 | 99 | 67 | 228 | 87 | 712 | 452 |
| BUGS BUNNY/ROAD RUNNER 1 | 16 | 181 | 202 | A | 6.9 | 33 | 537 | 1741 | 384 | 230 | 466 | 302 | 356 | 248 | 129^ | 71^ | 326 | 131^ | 225^ | 267 | 155^ | 59^ | 147^ | 48v | 802 | 301 |
| SAT. 9.00A 30 CBS CA | | 86 | 99 | B | 7.1 | 33 | 552 | 1604 | 295 | 128 | 338 | 210 | 255 | 178 | 98 | 57 | 235 | 131 | 181 | 138 | 80 | 44 | 205 | 92 | 826 | 392 |
| BUGS BUNNY/ROAD RUNNER 2 | 16 | 202 | 201 | A | 8.6 | 33 | 669 | 1640 | 344 | 196 | 415 | 252 | 320 | 212 | 143^ | 69^ | 369 | 179^ | 286 | 238 | 167^ | 50^ | 187 | 68^ | 669 | 295 |
| SAT. 9.30A 30 CBS CA | | 95 | 99 | B | 8.7 | 36 | 677 | 1664 | 316 | 145 | 364 | 213 | 271 | 183 | 125 | 66 | 276 | 168 | 221 | 148 | 83 | 47 | 249 | 117 | 775 | 379 |
| BUGS BUNNY/ROAD RUNNER 3 | 16 | 202 | 201 | A | 9.1 | 32 | 708 | 1686 | 366 | 138^ | 401 | 258 | 300 | 187 | 76^ | 93^ | 388 | 218 | 297 | 230 | 142^ | 66^ | 265 | 112^ | 632 | 310 |
| SAT. 10.00A 30 CBS CA | | 95 | 99 | B | 8.9 | 35 | 692 | 1705 | 354 | 158 | 406 | 230 | 293 | 203 | 142 | 78 | 346 | 210 | 276 | 179 | 112 | 56 | 249 | 118 | 704 | 341 |
| CBS NFL CHAMPIONSHIP PRE(S) | | | 193 | A | 15.4 | 44 | 1198 | 1898 | 543 | 185^ | 621 | 186^ | 338 | 302 | 376 | 198 | 962 | 435 | 664 | 603 | 484 | 211 | 154^ | 31v | 161^ | 104^ |
| 2 SUN. 12.30P 30 CBS SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL CHAMPIONSHIP GAME(S) | | | 205 | A | 34.9 | 67 | 2715 | 1853 | 492 | 195 | 565 | 178 | 321 | 275 | 296 | 194 | 929 | 328 | 554 | 541 | 482 | 273 | 195 | 56^ | 164 | 118 |
| 2 SUN. 1.00P 192 CBS SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 28.9 | 65 | 2248 | 1877 | 509 | 194 | 578 | 184 | 321 | 276 | 317 | 197 | 944 | 351 | 578 | 555 | 492 | 259 | 175 | 57^ | 180 | 123 |
| 1.30 - 2.00 | | | | A | 33.3 | 69 | 2591 | 1880 | 506 | 210 | 574 | 190 | 339 | 295 | 307 | 175 | 926 | 334 | 554 | 545 | 483 | 257 | 194 | 64^ | 186 | 133 |
| 2.00 - 2.30 | | | | A | 35.4 | 68 | 2754 | 1792 | 476 | 186 | 543 | 179 | 315 | 270 | 283 | 174 | 889 | 317 | 527 | 523 | 459 | 260 | 183 | 65^ | 177 | 125 |
| 2.30 - 3.00 | | | | A | 34.7 | 66 | 2700 | 1812 | 469 | 171 | 534 | 170 | 297 | 252 | 275 | 192 | 913 | 324 | 543 | 526 | 469 | 277 | 206 | 57^ | 159 | 112 |
| 3.00 - 3.30 | | | | A | 36.9 | 67 | 2871 | 1858 | 479 | 194 | 550 | 160 | 305 | 267 | 290 | 201 | 942 | 333 | 562 | 539 | 483 | 286 | 210 | 60^ | 156 | 115 |
| 3.30 - 4.00 | | | | A | 38.5 | 67 | 2995 | 1885 | 502 | 210 | 586 | 179 | 331 | 281 | 300 | 209 | 950 | 320 | 563 | 552 | 501 | 289 | 201 | 46^ | 148 | 107 |
| CBS NFL CHAMPIONSHIP POST(S) | | | 204 | A | 25.7 | 48 | 1999 | 1785 | 510 | 210 | 630 | 189 | 357 | 284 | 306 | 246 | 852 | 284 | 493 | 468 | 445 | 268 | 152 | 20v | 151 | 116^ |
| 2 SUN. 4.12P 36 CBS SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL TODAY-SAT.(S) | | 203 | | A | 10.3 | 31 | 801 | 1708 | 382 | 44v | 414 | 108^ | 188^ | 159^ | 263^ | 203^ | 827 | 368 | 518 | 415 | 377 | 244^ | 201^ | 41v | 266^ | 172^ |
| 1 SAT. 12.00N 30 CBS SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL PLAYOFF-SAT.(S) | | 205 | | A | 24.1 | 57 | 1875 | 1630 | 389 | 94^ | 442 | 119^ | 210 | 167 | 215 | 199 | 857 | 318 | 504 | 443 | 393 | 280 | 217 | 30v | 114^ | 89^ |
| 1 SAT. 12.30P 213 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 16.4 | 46 | 1276 | 1770 | 349 | 112^ | 419 | 140^ | 214 | 143^ | 205 | 175^ | 859 | 365 | 521 | 411 | 349 | 269 | 252 | 29v | 240 | 153^ |
| 1.00 - 1.30 | | | | A | 20.9 | 53 | 1626 | 1697 | 396 | 127^ | 454 | 110^ | 185 | 155 | 202 | 237 | 880 | 332 | 500 | 458 | 368 | 297 | 219 | 28v | 144^ | 106^ |
| 1.30 - 2.00 | | | | A | 24.8 | 59 | 1929 | 1681 | 375 | 110^ | 428 | 99^ | 183 | 157 | 210 | 211 | 891 | 328 | 523 | 469 | 412 | 294 | 213 | 31v | 149 | 119^ |
| 2.00 - 2.30 | | | | A | 24.6 | 57 | 1914 | 1590 | 367 | 93^ | 416 | 114^ | 203 | 162 | 207 | 184 | 863 | 318 | 506 | 449 | 399 | 287 | 238 | 39^ | 73^ | 63^ |
| 2.30 - 3.00 | | | | A | 25.9 | 58 | 2015 | 1553 | 381 | 70^ | 423 | 115^ | 209 | 169 | 219 | 185 | 853 | 318 | 508 | 438 | 396 | 275 | 205 | 14v | 72^ | 60^ |
| 3.00 - 3.30 | | | | A | 28.0 | 61 | 2178 | 1608 | 418 | 82^ | 465 | 124 | 227 | 180 | 232 | 206 | 854 | 315 | 502 | 435 | 401 | 281 | 214 | 29^ | 75^ | 62^ |
| 3.30 - 4.00 | | | | A | 28.0 | 60 | 2178 | 1576 | 404 | 79^ | 457 | 124 | 230 | 175 | 218 | 191 | 834 | 290 | 485 | 446 | 402 | 272 | 193 | 40^ | 92^ | 88^ |
| CBS NFL POST-SAT(S) | | 197 | | A | 15.8 | 34 | 1229 | 1779 | 563 | 130^ | 656 | 215 | 313 | 223 | 249 | 300 | 776 | 269 | 489 | 444 | 400 | 214 | 216 | 61^ | 131^ | 131^ |
| 1 SAT. 4.03P 15 CBS SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL PLAYOFF PRE(S) | | 204 | | A | 11.7 | 22 | 910 | 1682 | 443 | 147^ | 461 | 148^ | 301 | 279 | 242^ | 116^ | 814 | 291 | 498 | 434 | 416 | 255^ | 298 | 130^ | 109^ | 89^ |
| 1 SUN. 3.30P 30 CBS SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL PLAYOFF GAME(S) | | 204 | | A | 34.8 | 59 | 2707 | 1825 | 468 | 212 | 524 | 173 | 295 | 285 | 263 | 170 | 971 | 374 | 628 | 584 | 463 | 254 | 183 | 70^ | 147 | 111 |
| 1 SUN. 4.00P 194 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 29.4 | 56 | 2287 | 1656 | 390 | 177 | 411 | 103^ | 217 | 227 | 248 | 139 | 1012 | 399 | 658 | 566 | 479 | 270 | 149 | 68^ | 84^ | 67^ |
| 4.30 - 5.00 | | | | A | 33.2 | 61 | 2583 | 1747 | 430 | 198 | 477 | 154 | 269 | 257 | 243 | 157 | 992 | 391 | 653 | 586 | 479 | 251 | 177 | 86^ | 101 | 76^ |
| 5.00 - 5.30 | | | | A | 34.6 | 60 | 2692 | 1761 | 446 | 205 | 493 | 160 | 275 | 266 | 249 | 158 | 992 | 379 | 640 | 604 | 476 | 257 | 178 | 69^ | 98 | 75^ |
| 5.30 - 6.00 | | | | A | 34.2 | 57 | 2661 | 1742 | 446 | 213 | 497 | 176 | 291 | 266 | 251 | 154 | 961 | 372 | 623 | 578 | 457 | 254 | 178 | 70^ | 106 | 83^ |
| 6.00 - 6.30 | | | | A | 36.4 | 58 | 2832 | 1925 | 491 | 231 | 564 | 202 | 325 | 304 | 274 | 177 | 945 | 366 | 618 | 585 | 444 | 245 | 199 | 60^ | 217 | 165 |
| 6.30 - 7.00 | | | | A | 37.1 | 56 | 2886 | 1957 | 510 | 219 | 589 | 208 | 343 | 329 | 289 | 184 | 957 | 364 | 616 | 595 | 462 | 249 | 210 | 61^ | 201 | 148 |
| CBS NFL PLAYOFF POST(S) | | 204 | | A | 36.1 | 55 | 2809 | 2021 | 640 | 255 | 710 | 217 | 368 | 352 | 323 | 281 | 895 | 305 | 525 | 525 | 440 | 265 | 176 | 73^ | 240 | 155 |
| 1 SUN. 7.14P 10 CBS SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SPORTS SPEC. SP. ED.(S) | | | 168 | A | 7.7 | 19 | 599 | 1653 | 485 | 132^ | 516 | 156^ | 281^ | 213^ | 236^ | 227^ | 858 | 234^ | 416 | 411 | 475 | 343^ | 37v | LT | 242^ | 110^ |
| 2 SAT. 3.00P 191 CBS SA | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 7.3 | 21 | 568 | 1474 | 618 | 62v | 648 | 222^ | 360^ | 199^ | 291^ | 270^ | 669 | 100v | 232^ | 334^ | 460 | 335^ | LT | LT | 157^ | 72v |
| 3.30 - 4.00 | | | | A | 8.5 | 23 | 661 | 1611 | 427 | 103^ | 463 | 123^ | 218^ | 211^ | 225^ | 229^ | 809 | 222^ | 377 | 401 | 453 | 331^ | LT | LT | 339^ | 104^ |
| 4.00 - 4.30 | | | | A | 7.6 | 20 | 591 | 1773 | 435 | 130^ | 474 | 158^ | 263^ | 211^ | 190^ | 211^ | 902 | 339^ | 466 | 418 | 413 | 335^ | LT | LT | 397^ | 131^ |
| 4.30 - 5.00 | | | | A | 6.3 | 16 | 490 | 1720 | 608 | 139^ | 644 | 267^ | 401^ | 232^ | 210^ | 243^ | 829 | 235^ | 414^ | 417^ | 485 | 299^ | LT | LT | 247^ | 141^ |
| 5.00 - 5.30 | | | | A | 7.5 | 18 | 584 | 1709 | 462 | 236^ | 484 | 118^ | 312^ | 265^ | 288^ | 172^ | 890 | 239^ | 468 | 405^ | 494 | 359^ | 96v | LT | 239^ | 164^ |
| 5.30 - 6.00 | | | | A | 9.0 | 21 | 700 | 1524 | 363 | 135^ | 383 | 113^ | 199^ | 151^ | 182^ | 184^ | 925 | 203^ | 445 | 442 | 530 | 381 | 82v | LT | 134^ | 82v |
| DAFFY DUCK SHOW | 16 | 201 | 203 | A | 5.5 | 20 | 428 | 1715 | 210^ | 107^ | 363 | 67v | 176^ | 157^ | 192^ | 175^ | 281^ | 122^ | 223^ | 168^ | 126^ | 58v | 274^ | 138^ | 797 | 511 |
| SAT. 10.30A 30 NBC CA | | 98 | 98 | B | 5.6 | 22 | 436 | 1622 | 245 | 110 | 292 | 153 | 203 | 124 | 97 | 74 | 242 | 145 | 190 | 111 | 79 | 49 | 266 | 96 | 822 | 514 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DEAR ALEX & ANNIE-11.55AM | 12 | 183 | 183 | A | 7.0 | 23 | 545 | 1657 | 228 | 114^ | 250 | 162^ | 194^ | 134^ | 63^ | 56^ | 212^ | 182^ | 212^ | 121^ | 30v | LT | 185^ | 90^ | 1010 | 619 |
| SAT. 11.55A 4 ABC CN | | 95 | 95 | B | 5.5 | 22 | 428 | 1495 | 231 | 82 | 257 | 115 | 163 | 118 | 104 | 84 | 247 | 111 | 178 | 117 | 106 | 57 | 177 | 83 | 814 | 515 |
| DEAR ALEX & ANNIE-11.26AM | 16 | 132 | 123 | A | 4.0 | 14 | 311 | 1514 | 443 | 180^ | 443 | 225^ | 395 | 312^ | 218^ | 48v | 270^ | 164^ | 199^ | 154^ | 106^ | 49v | 293^ | 193^ | 508 | 367^ |
| SUN. 11.26A 3 ABC CN | | 84 | 83 | B | 3.5 | 14 | 272 | 1531 | 421 | 88 | 450 | 219 | 326 | 222 | 191 | 98 | 349 | 162 | 257 | 213 | 162 | 77 | 243 | 149 | 489 | 301 |
| DRAK PACK | 16 | 175 | 181 | A | 7.7 | 24 | 599 | 1658 | 275 | 115^ | 339 | 239 | 276 | 113^ | 73^ | 63^ | 355 | 237 | 290 | 229 | 85^ | 48v | 172^ | 83^ | 792 | 414 |
| SAT. 11.30A 30 CBS CA | | 85 | 92 | B | 6.5 | 24 | 506 | 1687 | 317 | 127 | 385 | 223 | 267 | 168 | 120 | 84 | 281 | 160 | 212 | 152 | 96 | 57 | 235 | 115 | 786 | 415 |
| DRAWING POWER | 10 | 177 | 177 | A | 4.6 | 14 | 358 | 1642 | 215^ | 28v | 215^ | 159^ | 184^ | 125^ | 56v | 31v | 491 | 211^ | 399 | 320^ | 228^ | 92^ | 189^ | 89^ | 747 | 400 |
| SAT. 12.30P 30 NBC CL | | 92 | 92 | B | 4.0 | 13 | 311 | 1577 | 270 | 97 | 313 | 160 | 238 | 176 | 134 | 63 | 347 | 162 | 277 | 204 | 159 | 52 | 172 | 83 | 745 | 413 |
| FACE THE NATION | 16 | 173 | 161 | A | 4.1 | 15 | 319 | 1254 | 508 | 179^ | 612 | 113^ | 269^ | 235^ | 317^ | 289^ | 533 | 134^ | 244^ | 332^ | 320^ | 182^ | 47v | 22v | 62v | 16v |
| SUN. 11.30A 30 CBS CC | | 98 | 95 | B | 3.7 | 14 | 288 | 1309 | 498 | 119 | 567 | 140 | 217 | 192 | 220 | 304 | 628 | 125 | 273 | 322 | 359 | 268 | 45 | LT | 69 | 37 |
| FLINTSTONE'S COMEDY SHW 1 | 7 | 205 | 206 | A | 3.5 | 17 | 272 | 1647 | 245^ | 88v | 245^ | 81v | 198^ | 212^ | 131^ | 33v | 166^ | 63v | 63v | 60v | 85v | 80v | 276^ | 96v | 960 | 652 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 4.5 | 22 | 350 | 1581 | 206 | 73 | 231 | 122 | 177 | 172 | 102 | 24 | 95 | 43 | 43 | 40 | 40 | 44 | 234 | 97 | 1021 | 596 |
| FLINTSTONE'S COMEDY SHW 2 | 7 | 205 | 206 | A | 4.3 | 17 | 335 | 1779 | 309^ | 92^ | 313^ | 196^ | 278^ | 150^ | 99^ | 30v | 224^ | 141^ | 141^ | 80v | 83v | 53v | 262^ | 93^ | 980 | 704 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 5.1 | 21 | 397 | 1629 | 194 | 64 | 224 | 136 | 167 | 117 | 85 | 31 | 132 | 71 | 83 | 59 | 51 | 41 | 197 | 71 | 1076 | 684 |
| FLINTSTONE'S COMEDY SHW 3 | 7 | 205 | 207 | A | 4.9 | 18 | 381 | 1383 | 189^ | 95^ | 192^ | 103^ | 158^ | 110^ | 73v | 26v | 225^ | 97^ | 147^ | 95^ | 108^ | 62v | 157^ | 86^ | 809 | 560 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 5.4 | 21 | 420 | 1519 | 150 | 73 | 179 | 115 | 144 | 98 | 61 | 21 | 205 | 106 | 165 | 101 | 87 | 37 | 209 | 86 | 926 | 595 |
| FONZ/HAPPY DAYS GANG | 9 | 193 | 194 | A | 5.8 | 28 | 451 | 1696 | 166^ | LT | 166^ | 110^ | 110^ | 115^ | 42v | 22v | 173^ | 102^ | 139^ | 96^ | 71^ | 24v | 155^ | 60v | 1202 | 798 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 6.2 | 29 | 482 | 1682 | 212 | 65 | 222 | 130 | 146 | 106 | 82 | 54 | 145 | 68 | 100 | 75 | 60 | 39 | 165 | 93 | 1150 | 743 |
| GODZILLA/HONG KONG 1 | 7 | 197 | 197 | A | 1.8 | 18 | 140 | 1793 | 122v | LT | 122v | 36v | 50v | 50v | LT | 72v | 206v | 156v | 185v | 106v | 36v | LT | 185v | 85v | 1280 | 808^ |
| SAT. 8.00A 30 NBC CA | | 98 | 98 | B | 2.4 | 21 | 187 | 1487 | 169 | 36 | 183 | 88 | 115 | 118 | 77 | 37 | 107 | 69 | 90 | 69 | 35 | LT | 116 | 33 | 1081 | 675 |
| GODZILLA/HONG KONG 2 | 7 | 197 | 197 | A | 2.8 | 19 | 218 | 2119 | 445^ | 87v | 445^ | 244^ | 327^ | 308^ | 100v | 118v | 229^ | 197^ | 197^ | 87v | LT | 32v | 202^ | 68v | 1243 | 688 |
| SAT. 8.30A 30 NBC CA | | 98 | 98 | B | 3.6 | 22 | 280 | 1853 | 267 | 80 | 283 | 145 | 196 | 210 | 109 | 38 | 147 | 86 | 104 | 73 | 35 | 35 | 171 | 45 | 1252 | 733 |
| GREATEST SUPERFRIENDS-1 | 10 | 176 | 173 | A | 2.4 | 24 | 187 | 1599 | 358^ | 155v | 358^ | 162v | 194^ | 128v | 139v | 112v | 199^ | LT | 130v | 130v | 118v | 69v | 181^ | 58v | 861 | 535^ |
| SAT. 8.00A 30 ABC CA | | 90 | 90 | B | 3.5 | 23 | 272 | 1702 | 300 | 126 | 318 | 211 | 231 | 170 | 85 | 60 | 230 | 101 | 172 | 145 | 90 | 51 | 169 | 57 | 985 | 548 |
| GREATEST SUPERFRIENDS-2 | 10 | 175 | 173 | A | 3.9 | 27 | 303 | 1815 | 287^ | 92v | 287^ | 105^ | 129^ | 125^ | 129^ | 109^ | 152^ | 52v | 121^ | 116^ | 84v | 16v | 300^ | 102^ | 1076 | 709 |
| SAT. 8.30A 30 ABC CA | | 90 | 90 | B | 5.0 | 25 | 389 | 1615 | 247 | 82 | 262 | 151 | 180 | 144 | 93 | 53 | 138 | 71 | 113 | 93 | 51 | 20 | 200 | 97 | 1015 | 584 |
| HEATHCLIFF & DINGBAT | 14 | 192 | 192 | A | 7.9 | 28 | 615 | 1720 | 285 | 126^ | 322 | 224 | 255 | 160^ | 64^ | 55^ | 178^ | 152^ | 178^ | 150^ | 26v | LT | 182^ | 117^ | 1038 | 581 |
| SAT. 11.00A 30 ABC CA | | 98 | 98 | B | 6.8 | 27 | 529 | 1623 | 245 | 92 | 268 | 138 | 195 | 151 | 107 | 51 | 229 | 135 | 183 | 122 | 77 | 36 | 239 | 111 | 887 | 538 |
| IN THE NEWS- 8.26AM | 16 | 186 | 187 | A | 3.2 | 26 | 249 | 1558 | 297^ | 132^ | 297^ | 161^ | 212^ | 204^ | 136^ | 36v | 521 | 124^ | 254^ | 222^ | 237^ | 239^ | 28v | LT | 712 | 310^ |
| SAT. 8.26A 3 CBS CN | | 98 | 98 | B | 3.5 | 25 | 272 | 1414 | 211 | 88 | 235 | 124 | 170 | 125 | 75 | 46 | 198 | 51 | 124 | 118 | 103 | 65 | 108 | 43 | 873 | 424 |
| IN THE NEWS- 8.56AM | 16 | 186 | 187 | A | 5.6 | 34 | 436 | 1411 | 263^ | 108^ | 263^ | 94^ | 153^ | 177^ | 110^ | 86^ | 364 | 181^ | 240^ | 273^ | 128^ | 91^ | 49v | LT | 735 | 287 |
| SAT. 8.56A 3 CBS CN | | 98 | 98 | B | 5.6 | 30 | 436 | 1481 | 251 | 115 | 287 | 151 | 213 | 161 | 108 | 47 | 185 | 86 | 136 | 121 | 77 | 39 | 158 | 67 | 851 | 441 |
| IN THE NEWS- 9.26AM | 16 | 181 | 202 | A | 7.5 | 34 | 584 | 1695 | 376 | 220 | 447 | 291 | 332 | 244 | 127^ | 74^ | 339 | 136^ | 242 | 285 | 169^ | 54^ | 162^ | 55^ | 747 | 276 |
| SAT. 9.26A 3 CBS CN | | 86 | 99 | B | 7.8 | 35 | 607 | 1620 | 301 | 125 | 345 | 211 | 255 | 175 | 99 | 65 | 250 | 146 | 196 | 139 | 79 | 46 | 219 | 104 | 806 | 385 |
| IN THE NEWS- 9.59AM | 16 | 202 | 201 | A | 9.3 | 34 | 724 | 1715 | 363 | 164^ | 412 | 270 | 319 | 206 | 94^ | 79^ | 395 | 215 | 307 | 238 | 156^ | 62^ | 233 | 91^ | 675 | 329 |
| SAT. 9.59A 3 CBS CN | | 95 | 99 | B | 9.1 | 36 | 708 | 1716 | 346 | 158 | 398 | 234 | 295 | 199 | 135 | 72 | 326 | 197 | 261 | 174 | 107 | 51 | 251 | 122 | 741 | 363 |
| IN THE NEWS-11.56AM | 16 | 175 | 181 | A | 7.6 | 24 | 591 | 1660 | 291 | 121^ | 359 | 239 | 287 | 116^ | 88^ | 72^ | 382 | 254 | 315 | 241 | 93^ | 50v | 186^ | 80^ | 733 | 375 |
| SAT. 11.56A 3 CBS CN | | 85 | 92 | B | 6.5 | 24 | 506 | 1646 | 316 | 123 | 385 | 220 | 266 | 168 | 125 | 82 | 288 | 163 | 219 | 157 | 100 | 54 | 231 | 111 | 742 | 401 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-12.26PM | 14 | | 184 | A | 8.2 | 25 | 638 | 1335 | 174^ | 99^ | 227^ | 227^ | 227^ | 107^ | LT | LT | 262^ | 155^ | 243^ | 155^ | 107^ | LT | 247^ | 110^ | 599 | 381 |
| 2 SAT. 12.26P 3 CBS CN | | | 89 | B | 7.2 | 26 | 560 | 1516 | 336 | 125 | 388 | 188 | 250 | 186 | 154 | 102 | 282 | 114 | 191 | 148 | 132 | 79 | 225 | 122 | 621 | 369 |
| IN THE NEWS-12.56PM | 14 | | 169 | A | 7.0 | 23 | 545 | 1160 | 204^ | 67v | 204^ | 204^ | 204^ | 106v | LT | LT | 251^ | 181^ | 251^ | 147^ | 70v | LT | 252^ | 143^ | 453 | 225^ |
| 2 SAT. 12.56P 3 CBS CN | | | 87 | B | 7.3 | 25 | 568 | 1553 | 311 | 115 | 361 | 171 | 236 | 180 | 149 | 98 | 281 | 138 | 196 | 138 | 115 | 78 | 250 | 129 | 661 | 385 |
| IN THE NEWS- 1.26PM | 14 | | 167 | A | 7.0 | 23 | 545 | 1670 | 317^ | 55v | 317^ | 145^ | 207^ | 114^ | 62v | 110v | 754 | 427^ | 514 | 145^ | 231^ | 240^ | 200^ | 81v | 399^ | 188^ |
| 2 SAT. 1.26P 3 CBS CN | | | 85 | B | 7.0 | 23 | 545 | 1590 | 399 | 136 | 467 | 213 | 312 | 223 | 180 | 141 | 336 | 153 | 226 | 154 | 144 | 101 | 214 | 123 | 573 | 333 |
| IN THE NEWS- 8.26AM-SUN. | 16 | 36 | 43 | A | .9 | 11 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.26A 3 CBS CN | | 32 | 33 | B | .8 | 9 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS- 8.56AM-SUN. | 16 | 36 | 40 | A | .8 | 7 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.56A 3 CBS CN | | 34 | 34 | B | 1.0 | 7 | 78 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS-10.56AM | 16 | 191 | 188 | A | 7.6 | 26 | 591 | 1472 | 253 | 50v | 253 | 187^ | 198^ | 70^ | 47v | 55^ | 351 | 179^ | 270 | 218 | 141^ | 70^ | 141^ | 67^ | 727 | 372 |
| SAT. 10.56A 3 CBS CN | | 93 | 90 | B | 7.2 | 28 | 560 | 1595 | 318 | 124 | 369 | 206 | 264 | 156 | 137 | 83 | 291 | 165 | 221 | 161 | 103 | 59 | 187 | 99 | 748 | 358 |
| IN THE NEWS-11.26AM | 16 | 191 | 188 | A | 7.4 | 24 | 576 | 1540 | 262 | 80^ | 272 | 178^ | 201^ | 89^ | 94^ | 71^ | 308 | 173^ | 256 | 191^ | 125^ | 41v | 187^ | 101^ | 773 | 415 |
| SAT. 11.26A 3 CBS CN | | 93 | 90 | B | 6.8 | 26 | 529 | 1650 | 326 | 131 | 376 | 219 | 270 | 164 | 125 | 79 | 295 | 166 | 231 | 148 | 108 | 58 | 232 | 123 | 747 | 387 |
| ISSUES AND ANSWERS | 14 | 185 | 184 | A | 3.7 | 11 | 288 | 1240 | 601 | 139^ | 653 | 108^ | 247^ | 257^ | 326^ | 354^ | 535 | 70v | 157^ | 251^ | 299^ | 284^ | LT | LT | 49v | 49v |
| SUN. 12.00N 30 ABC CC | | 99 | 98 | B | 3.5 | 12 | 272 | 1296 | 522 | 138 | 550 | 119 | 232 | 211 | 251 | 289 | 552 | 143 | 249 | 281 | 302 | 232 | 58 | 19 | 136 | 92 |
| JASON OF STAR COMMAND | 16 | 36 | 40 | A | .7 | 6 | 54 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.30A 30 CBS CL | | 34 | 34 | B | .9 | 7 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| JONNY QUEST | 14 | 168 | 171 | A | 6.6 | 20 | 513 | 1723 | 220^ | 100^ | 243 | 154^ | 173^ | 93^ | 50v | 70^ | 419 | 164^ | 307 | 257 | 175^ | 100^ | 271 | 150^ | 790 | 398 |
| SAT. 12.00N 30 NBC CA | | 89 | 88 | B | 5.4 | 19 | 420 | 1640 | 237 | 109 | 294 | 167 | 200 | 119 | 87 | 68 | 310 | 159 | 241 | 146 | 123 | 61 | 215 | 102 | 821 | 462 |
| KIDS ARE PEOPLE TOO I | 16 | 132 | 124 | A | 3.6 | 13 | 280 | 1411 | 318^ | 179^ | 343^ | 261^ | 261^ | 186^ | 82v | 68v | 240^ | 107v | 136^ | 118^ | 101v | 79v | 439 | 225^ | 389^ | 307^ |
| 1 SUN. 10.30A 30 ABC CL | | 84 | 83 | B | 3.1 | 13 | 241 | 1563 | 387 | 85 | 402 | 199 | 280 | 199 | 172 | 103 | 331 | 148 | 243 | 218 | 156 | 74 | 232 | 122 | 598 | 381 |
| 2 SUN. 10.30A 35 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 3.7 | 14 | 288 | 1396 | 321^ | 182^ | 345^ | 261^ | 261^ | 184^ | 84v | 67v | 243^ | 114^ | 133^ | 107^ | 95v | 87v | 422 | 211^ | 386^ | 298^ |
| KIDS ARE PEOPLE TOO II | 15 | 132 | 123 | A | 3.7 | 13 | 288 | 1559 | 362^ | 195^ | 362^ | 234^ | 310^ | 226^ | 128^ | 52v | 296^ | 170^ | 229^ | 173^ | 126^ | 53v | 290^ | 197^ | 611 | 386^ |
| 1 SUN. 11.00A 30 ABC CL | | 84 | 83 | B | 3.6 | 15 | 280 | 1548 | 409 | 79 | 444 | 201 | 296 | 200 | 182 | 131 | 365 | 170 | 273 | 230 | 174 | 78 | 239 | 135 | 500 | 306 |
| 2 SUN. 11.05A 25 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 16 | 133 | 183 | A | 4.4 | 16 | 342 | 1322 | 594 | 140^ | 594 | 52v | 228^ | 285^ | 308^ | 289^ | 695 | 152^ | 249^ | 374 | 357 | 265^ | LT | LT | 33v | LT |
| 1 SUN. 11.30A 30 NBC CC | | 84 | 97 | B | 4.0 | 16 | 311 | 1377 | 535 | 143 | 589 | 111 | 194 | 180 | 225 | 335 | 672 | 171 | 266 | 288 | 296 | 312 | 31 | LT | 85 | 57 |
| 2 SUN. 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MIGHTY MOUSE-HECKL-JECKL | 16 | 186 | 187 | A | 2.7 | 24 | 210 | 1543 | 343^ | 148^ | 343^ | 167^ | 243^ | 242^ | 176^ | 43v | 443^ | 128v | 286^ | 258^ | 205^ | 128v | 128v | LT | 629 | 296^ |
| SAT. 8.00A 30 CBS CA | | 98 | 98 | B | 3.0 | 23 | 233 | 1418 | 232 | 102 | 256 | 132 | 178 | 138 | 83 | 54 | 191 | 50 | 129 | 123 | 102 | 55 | 116 | 32 | 855 | 440 |
| NCAA BASKETBALL GAME-SAT. | 1 | | 179 | A | 5.0 | 13 | 389 | 1645 | 617 | 106v | 671 | 227^ | 430^ | 431^ | 383^ | 192^ | 818 | 351^ | 476^ | 432^ | 401^ | 226^ | 104v | 76v | 52v | 39v |
| 2 SAT. 3.30P 120 NBC SE | | | 94 | B | 5.0 | 13 | 389 | 1645 | 617 | 106 | 671 | 227 | 430 | 431 | 383 | 192 | 818 | 351 | 476 | 432 | 401 | 226 | 104 | 76 | 52 | 39 |
| 3.30 - 4.00 | | | | A | 4.5 | 12 | 350 | 1640 | 739 | 138v | 770 | 115v | 438^ | 528^ | 551^ | 210^ | 647^ | 277^ | 382^ | 255^ | 310^ | 237^ | 105v | 105v | 118v | 118v |
| 4.00 - 4.30 | | | | A | 4.7 | 12 | 366 | 1683 | 643^ | 150v | 681 | 188^ | 412^ | 450^ | 465^ | 181^ | 860 | 339^ | 448^ | 468^ | 437^ | 232^ | 95v | 95v | 47v | 47v |
| 4.30 - 5.00 | | | | A | 5.2 | 13 | 405 | 1598 | 528^ | 57v | 589 | 262^ | 429^ | 391^ | 327^ | 160^ | 917 | 411^ | 526^ | 521^ | 457^ | 234^ | 92v | 92v | LT | LT |
| 5.00 - 5.30 | | | | A | 5.8 | 13 | 451 | 1581 | 558 | 71v | 624 | 292^ | 411^ | 359^ | 220^ | 213^ | 792 | 340^ | 501^ | 449^ | 381^ | 199^ | 123v | 23v | 42v | LT |
| NEW FAT ALBERT SHOW | 14 | | 184 | A | 8.5 | 26 | 661 | 1413 | 212^ | 95^ | 269^ | 269^ | 269^ | 106^ | LT | LT | 233^ | 127^ | 215^ | 157^ | 106^ | LT | 260^ | 109^ | 651 | 409 |
| 2 SAT. 12.00N 30 CBS CA | | | 89 | B | 7.4 | 27 | 576 | 1590 | 349 | 129 | 401 | 209 | 266 | 189 | 146 | 94 | 254 | 121 | 186 | 136 | 106 | 59 | 266 | 132 | 669 | 395 |



FOR EXPLANATION OF SYMBOLS SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK-ING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL '80-SAT(S) | | 212 | | A | 3.5 | 8 | 272 | 1654 | 460^ | 191v | 460^ | 256^ | 341^ | 291^ | 204v | 78v | 746^ | 415^ | 529^ | 493^ | 265^ | 103v | 179v | 37v | 269^ | 188v |
| 1 SAT. 3.30P 30 NBC SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL PLAYOFF GAME-SAT(S) | | 220 | | A | 23.8 | 46 | 1852 | 1633 | 410 | 165 | 450 | 142 | 254 | 235 | 243 | 150 | 895 | 335 | 539 | 516 | 434 | 268 | 145 | 14v | 143 | 125^ |
| 1 SAT. 4.00P 186 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 15.9 | 34 | 1237 | 1450 | 321 | 132^ | 342 | 90^ | 190^ | 172^ | 213 | 110^ | 884 | 372 | 552 | 501 | 395 | 249 | 120^ | 12v | 104^ | 104^ |
| 4.30 - 5.00 | | | | A | 23.2 | 49 | 1805 | 1511 | 356 | 134 | 390 | 101^ | 189 | 175 | 235 | 153 | 925 | 352 | 546 | 489 | 446 | 289 | 115^ | 11v | 81^ | 81^ |
| 5.00 - 5.30 | | | | A | 25.0 | 50 | 1945 | 1677 | 447 | 186 | 475 | 143 | 272 | 240 | 258 | 159 | 920 | 330 | 541 | 520 | 456 | 285 | 153 | 12v | 129 | 115^ |
| 5.30 - 6.00 | | | | A | 24.3 | 48 | 1891 | 1613 | 412 | 144 | 434 | 115^ | 228 | 224 | 242 | 160 | 847 | 273 | 492 | 502 | 451 | 269 | 155 | 10v | 177 | 162 |
| 6.00 - 6.30 | | | | A | 26.2 | 47 | 2038 | 1621 | 407 | 175 | 464 | 172 | 277 | 254 | 230 | 143 | 888 | 337 | 544 | 514 | 428 | 268 | 140 | 15v | 129 | 108^ |
| 6.30 - 7.00 | | | | A | 27.5 | 46 | 2140 | 1771 | 443 | 188 | 503 | 193 | 304 | 276 | 246 | 149 | 916 | 358 | 576 | 561 | 436 | 250 | 165 | 15v | 187 | 150 |
| NFL '80-SUN(S) | | 206 | | A | 10.6 | 33 | 825 | 1651 | 432 | 271^ | 479 | 200^ | 370 | 344 | 256^ | 95^ | 867 | 329 | 570 | 549 | 419 | 214^ | 132^ | LT | 173^ | 173^ |
| 1 SUN. 12.00N 30 NBC SC | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL PLAYOFF GM-SUN(S) | | 220 | | A | 29.2 | 61 | 2272 | 1654 | 358 | 180 | 387 | 127 | 224 | 210 | 207 | 128 | 954 | 368 | 641 | 619 | 495 | 235 | 173 | 44^ | 140 | 120 |
| 1 SUN. 12.30P 200 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 19.9 | 52 | 1548 | 1668 | 408 | 228 | 444 | 177 | 292 | 256 | 217 | 131^ | 894 | 363 | 580 | 580 | 436 | 234 | 184 | 39^ | 146^ | 126^ |
| 1.00 - 1.30 | | | | A | 26.4 | 60 | 2054 | 1657 | 348 | 187 | 376 | 135 | 227 | 202 | 194 | 121 | 926 | 357 | 621 | 616 | 479 | 226 | 190 | 44^ | 165 | 140 |
| 1.30 - 2.00 | | | | A | 29.7 | 63 | 2311 | 1653 | 361 | 189 | 383 | 125 | 223 | 201 | 204 | 129 | 947 | 371 | 636 | 610 | 485 | 233 | 175 | 47^ | 148 | 125 |
| 2.00 - 2.30 | | | | A | 30.9 | 64 | 2404 | 1626 | 340 | 157 | 365 | 104 | 198 | 196 | 206 | 122 | 951 | 395 | 655 | 613 | 475 | 216 | 177 | 40^ | 133 | 118 |
| 2.30 - 3.00 | | | | A | 32.4 | 64 | 2521 | 1633 | 324 | 147 | 353 | 105 | 186 | 178 | 193 | 127 | 989 | 380 | 666 | 631 | 518 | 241 | 167 | 41^ | 124 | 111 |
| 3.00 - 3.30 | | | | A | 34.0 | 64 | 2645 | 1663 | 363 | 174 | 400 | 137 | 238 | 226 | 211 | 129 | 970 | 348 | 655 | 642 | 532 | 240 | 159 | 45^ | 134 | 121 |
| 3.30 - 4.00 | | | | A | 32.1 | 59 | 2497 | 1689 | 384 | 203 | 413 | 124 | 237 | 228 | 231 | 141 | 980 | 351 | 650 | 623 | 519 | 264 | 165 | 49^ | 131 | 108 |
| NFL PLAYOFF POST-SU(S) | | 208 | | A | 12.9 | 25 | 1004 | 1621 | 312 | 135^ | 334 | 118^ | 183^ | 194^ | 177^ | 124^ | 955 | 389 | 638 | 611 | 467 | 255 | 166^ | 56v | 166^ | 126^ |
| 1 SUN. 3.50P 14 NBC SC | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL '80-SUN.(S) | | | 219 | A | 17.5 | 33 | 1362 | 1925 | 504 | 248 | 574 | 179 | 370 | 354 | 329 | 137^ | 991 | 375 | 654 | 610 | 516 | 258 | 189 | 64^ | 171^ | 127^ |
| 2 SUN. 4.30P 30 NBC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NFL PLAYOFF GM-SUN.(S) | | | 219 | A | 31.5 | 49 | 2451 | 2061 | 532 | 274 | 637 | 241 | 423 | 370 | 314 | 159 | 952 | 321 | 605 | 606 | 515 | 262 | 209 | 62^ | 263 | 204 |
| 2 SUN. 5.00P 216 NBC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 29.8 | 54 | 2318 | 1997 | 519 | 267 | 629 | 202 | 404 | 360 | 338 | 169 | 995 | 348 | 619 | 593 | 507 | 294 | 180 | 50^ | 193 | 149 |
| 5.30 - 6.00 | | | | A | 32.8 | 56 | 2552 | 2020 | 532 | 281 | 642 | 226 | 414 | 368 | 325 | 171 | 981 | 333 | 606 | 609 | 511 | 286 | 181 | 51^ | 216 | 167 |
| 6.00 - 6.30 | | | | A | 33.3 | 53 | 2591 | 2067 | 543 | 297 | 647 | 244 | 430 | 378 | 312 | 166 | 957 | 324 | 601 | 608 | 521 | 265 | 218 | 71^ | 245 | 206 |
| 6.30 - 7.00 | | | | A | 31.9 | 50 | 2482 | 2076 | 529 | 288 | 631 | 245 | 425 | 386 | 303 | 150 | 990 | 345 | 656 | 650 | 537 | 249 | 200 | 57^ | 255 | 211 |
| 7.00 - 7.30 | | | | A | 31.3 | 47 | 2435 | 2113 | 547 | 275 | 663 | 279 | 462 | 395 | 319 | 144 | 915 | 304 | 587 | 582 | 505 | 249 | 244 | 79^ | 291 | 223 |
| 7.30 - 8.00 | | | | A | 31.6 | 46 | 2458 | 2103 | 524 | 264 | 627 | 259 | 434 | 374 | 301 | 141 | 938 | 307 | 593 | 593 | 515 | 263 | 257 | 80^ | 281 | 216 |
| 8.00 - 8.30 | | | | A | 31.5 | 45 | 2451 | 2053 | 524 | 241 | 614 | 230 | 390 | 347 | 303 | 165 | 899 | 288 | 573 | 599 | 509 | 246 | 191 | 48^ | 349 | 250 |
| PLASTICMAN/BABY PLAS SHOW | 14 | 183 | 183 | A | 7.9 | 27 | 615 | 1685 | 227 | 113^ | 243 | 160^ | 189^ | 143^ | 56^ | 54^ | 225 | 197 | 225 | 131^ | 28v | LT | 164^ | 81^ | 1053 | 638 |
| SAT. 11.30A 30 ABC CA | | 95 | 95 | B | 6.0 | 24 | 467 | 1545 | 232 | 87 | 256 | 119 | 173 | 135 | 110 | 67 | 240 | 115 | 181 | 123 | 98 | 47 | 180 | 87 | 869 | 542 |
| PRO BOWLERS TOUR | 1 | | 184 | A | 7.3 | 19 | 568 | 1447 | 529 | 161^ | 571 | 211^ | 402^ | 321^ | 294^ | 156^ | 638 | 204^ | 337^ | 356^ | 308^ | 243^ | 114^ | 50v | 124^ | 92v |
| 2 SAT. 2.30P 90 ABC SE | | | 91 | B | 7.3 | 19 | 568 | 1447 | 529 | 161 | 571 | 211 | 402 | 321 | 294 | 156 | 638 | 204 | 337 | 356 | 308 | 243 | 114 | 50 | 124 | 92 |
| 2.30 - 3.00 | | | | A | 6.7 | 19 | 521 | 1426 | 450^ | 148^ | 511 | 173^ | 317^ | 197^ | 249^ | 177^ | 606 | 144^ | 260^ | 268^ | 315^ | 294^ | 174^ | 56v | 135^ | 99v |
| 3.00 - 3.30 | | | | A | 7.3 | 19 | 568 | 1488 | 542 | 164^ | 574 | 197^ | 406^ | 335^ | 305^ | 168^ | 677 | 226^ | 387^ | 415^ | 332^ | 231^ | 138^ | 56v | 99v | 80v |
| 3.30 - 4.00 | | | | A | 8.0 | 20 | 622 | 1418 | 583 | 167^ | 620 | 257^ | 474 | 410 | 322^ | 126^ | 622 | 227^ | 353^ | 376^ | 283^ | 208^ | 40v | 40v | 136^ | 93v |
| RICHIE RICH | 9 | 192 | 194 | A | 7.4 | 29 | 576 | 1757 | 195^ | 28v | 195^ | 134^ | 144^ | 126^ | 61^ | 14v | 193^ | 86^ | 138^ | 116^ | 82^ | 42v | 152^ | 67^ | 1217 | 799 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 7.2 | 28 | 560 | 1755 | 260 | 85 | 293 | 176 | 204 | 138 | 72 | 70 | 181 | 76 | 134 | 110 | 93 | 39 | 167 | 95 | 1114 | 710 |
| SCHOOLHOUSE ROCK-8.26AM | 10 | 176 | 173 | A | 3.1 | 28 | 241 | 1793 | 360^ | 154^ | 365^ | 179^ | 204^ | 142^ | 140^ | 116v | 199^ | 22v | 174^ | 174^ | 152^ | 25v | 207^ | 87v | 1022 | 611 |
| SAT. 8.26A 3 ABC CN | | 90 | 90 | B | 4.2 | 25 | 327 | 1633 | 280 | 115 | 295 | 197 | 215 | 169 | 79 | 54 | 178 | 83 | 145 | 124 | 72 | 30 | 163 | 58 | 997 | 548 |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-10.26AM | 14 | 193 | 194 | A | 8.8 | 31 | 685 | 1651 | 223 | 78^ | 237 | 175^ | 190 | 129^ | 62^ | 27v | 185 | 115^ | 160^ | 129^ | 70^ | 15v | 137^ | 76^ | 1092 | 721 |
| SAT. 10.26A 3 ABC CN | | 99 | 99 | B | 7.2 | 27 | 560 | 1624 | 240 | 81 | 268 | 144 | 193 | 138 | 99 | 59 | 203 | 102 | 162 | 127 | 88 | 31 | 210 | 121 | 943 | 587 |
| SCHOOLHOUSE ROCK-10.56AM | 9 | 191 | 193 | A | 9.2 | 32 | 716 | 1877 | 261 | 108^ | 277 | 178 | 227 | 167^ | 88^ | 26v | 289 | 223 | 259 | 160^ | 66^ | 26v | 193 | 136^ | 1118 | 709 |
| SAT. 10.56A 3 ABC CN | | 98 | 98 | B | 7.4 | 28 | 576 | 1687 | 249 | 85 | 262 | 149 | 196 | 162 | 96 | 44 | 272 | 157 | 220 | 142 | 101 | 44 | 273 | 135 | 880 | 563 |
| SCHOOLHOUSE ROCK-11.55AM | 13 | 143 | 132 | A | 3.1 | 10 | 241 | 1485 | 601 | 307^ | 601 | 228^ | 337^ | 270^ | 271^ | 264^ | 467^ | 164^ | 268^ | 182^ | 171^ | 190^ | 80v | 20v | 337^ | 265^ |
| SUN. 11.55A 4 ABC CN | | 87 | 86 | B | 2.9 | 11 | 226 | 1439 | 483 | 178 | 516 | 185 | 256 | 202 | 190 | 241 | 406 | 183 | 265 | 207 | 121 | 132 | 97 | 54 | 430 | 253 |
| SCOOBY & SCRAPPY DOO | 9 | 192 | 194 | A | 9.0 | 32 | 700 | 1687 | 238 | 79^ | 252 | 189 | 204 | 152^ | 63^ | 24v | 186 | 113^ | 152^ | 123^ | 73^ | 24v | 111^ | 56^ | 1138 | 752 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 8.0 | 29 | 622 | 1666 | 247 | 78 | 277 | 164 | 195 | 142 | 75 | 65 | 210 | 104 | 162 | 126 | 98 | 40 | 198 | 115 | 981 | 613 |
| SUNDAY MORNING | 16 | 125 | 125 | A | 5.0 | 25 | 389 | 1656 | 547 | 152^ | 563 | 93^ | 209^ | 292^ | 366 | 271^ | 681 | 220^ | 326 | 358 | 361 | 272^ | 234^ | LT | 178^ | 127^ |
| SUN. 9.00A 90 CBS N | | 82 | 82 | B | 4.3 | 22 | 335 | 1420 | 556 | 198 | 598 | 118 | 249 | 287 | 351 | 273 | 619 | 184 | 303 | 340 | 320 | 240 | 86 | LT | 117 | 78 |
| 9.00 - 9.30 | | | | A | 4.3 | 27 | 335 | 1597 | 540 | 134^ | 558 | 56v | 146^ | 262^ | 403 | 296^ | 627 | 167^ | 254^ | 353^ | 363 | 274^ | 251^ | LT | 161^ | 116^ |
| 9.30 - 10.00 | | | | A | 5.4 | 26 | 420 | 1650 | 510 | 155^ | 526 | 97^ | 195^ | 285^ | 350 | 241^ | 671 | 234^ | 328 | 325 | 343 | 274^ | 252^ | 12v | 201^ | 138^ |
| 10.00 - 10.30 | | | | A | 5.3 | 22 | 412 | 1701 | 587 | 158^ | 604 | 119^ | 274^ | 318 | 347 | 286^ | 721 | 245^ | 374 | 389 | 367 | 264^ | 208^ | 12v | 168^ | 119^ |
| TARZAN/LONE RANGER-1 | 14 | | 167 | A | 7.1 | 24 | 552 | 1250 | 194^ | 93v | 230^ | 230^ | 230^ | 108v | LT | LT | 244^ | 179^ | 233^ | 145^ | 65v | LT | 270^ | 138^ | 506 | 276^ |
| 2 SAT. 12.30P 30 CBS CA | | | 85 | B | 7.4 | 26 | 576 | 1609 | 324 | 119 | 373 | 180 | 243 | 185 | 154 | 98 | 273 | 133 | 198 | 145 | 111 | 70 | 252 | 120 | 711 | 415 |
| TARZAN/LONE RANGER-2 | 14 | | 167 | A | 7.4 | 24 | 576 | 1526 | 279^ | 57v | 279^ | 156^ | 156^ | 67v | LT | 123^ | 573 | 435 | 513 | 151^ | 104v | 60v | 243^ | 127^ | 431 | 196^ |
| 2 SAT. 1.00P 30 CBS CA | | | 85 | B | 7.6 | 25 | 591 | 1613 | 396 | 137 | 458 | 213 | 305 | 221 | 170 | 138 | 308 | 148 | 211 | 147 | 123 | 87 | 238 | 134 | 609 | 362 |
| 30 MINUTES | 13 | | 152 | A | 5.3 | 16 | 412 | 1621 | 541^ | 141v | 570^ | 180^ | 418^ | 335^ | 317^ | 123v | 337^ | 165^ | 165^ | 68v | 73v | 172^ | 345^ | 111v | 369^ | 267^ |
| 2 SAT. 1.30P 30 CBS DN | | | 76 | B | 4.7 | 15 | 366 | 1514 | 496 | 175 | 565 | 250 | 353 | 270 | 221 | 177 | 334 | 125 | 195 | 153 | 156 | 125 | 229 | 102 | 386 | 228 |
| THREE ROBONIC STOOGES | 16 | 36 | 42 | A | .9 | 12 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.00A 30 CBS CA | | 32 | 32 | B | .7 | 8 | 54 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| THUNDARR-THE BARBARIAN | 14 | 190 | 193 | A | 9.6 | 33 | 747 | 1866 | 262 | 101^ | 273 | 178 | 215 | 166 | 83^ | 28v | 256 | 187 | 224 | 155^ | 69^ | 26v | 192 | 129^ | 1145 | 729 |
| SAT. 10.30A 30 ABC CA | | 98 | 98 | B | 7.5 | 29 | 584 | 1669 | 249 | 74 | 260 | 149 | 195 | 164 | 96 | 43 | 232 | 135 | 190 | 125 | 85 | 32 | 258 | 134 | 919 | 579 |
| TIME OUT-8:28AM | 16 | 197 | 197 | A | 2.4 | 22 | 187 | 2000 | 188^ | LT | 188^ | 48v | 48v | 48v | LT | 140v | 198^ | 96v | 96v | 74v | 44v | 102v | 228^ | 138v | 1386 | 792 |
| SAT. 8.28A 2 NBC CN | | 98 | 98 | B | 3.3 | 26 | 257 | 1500 | 173 | 25 | 177 | 92 | 137 | 123 | 66 | 28 | 127 | 63 | 79 | 54 | 49 | 43 | 131 | 36 | 1065 | 678 |
| TIME OUT-9:28AM | 16 | 205 | 206 | A | 4.2 | 20 | 327 | 1761 | 243^ | 79v | 243^ | 92v | 217^ | 222^ | 130^ | 21v | 132^ | 37v | 37v | 62v | 79v | 70v | 365^ | 104^ | 1021 | 716 |
| SAT. 9.28A 2 NBC CN | | 99 | 99 | B | 4.9 | 23 | 381 | 1702 | 220 | 105 | 244 | 133 | 184 | 155 | 89 | 36 | 98 | 49 | 61 | 44 | 39 | 30 | 218 | 80 | 1142 | 706 |
| TIME OUT-10:28AM | 16 | 205 | 207 | A | 4.4 | 16 | 342 | 1301 | 178^ | 106^ | 178^ | 78v | 134^ | 94^ | 76v | 38v | 229^ | 94^ | 152^ | 111^ | 109^ | 56v | 140^ | 62v | 754 | 512 |
| SAT. 10.28A 2 NBC CN | | 99 | 99 | B | 4.9 | 19 | 381 | 1595 | 229 | 97 | 248 | 144 | 176 | 110 | 73 | 51 | 205 | 114 | 155 | 102 | 81 | 45 | 229 | 83 | 913 | 588 |
| TIME OUT-11:28AM | 16 | 195 | 197 | A | 6.2 | 21 | 482 | 1780 | 329 | 119^ | 406 | 196^ | 235^ | 140^ | 125^ | 155^ | 466 | 281 | 366 | 242^ | 132^ | 84^ | 232^ | 84^ | 676 | 409 |
| SAT. 11.28A 2 NBC CN | | 96 | 96 | B | 5.6 | 22 | 436 | 1598 | 242 | 93 | 317 | 176 | 205 | 112 | 74 | 96 | 299 | 185 | 230 | 113 | 91 | 63 | 227 | 88 | 755 | 480 |
| TIME OUT-12:28PM | 15 | 168 | 171 | A | 5.9 | 18 | 459 | 1630 | 190^ | 96^ | 190^ | 138^ | 159^ | 84^ | 52v | 31v | 408 | 180^ | 286 | 224^ | 150^ | 109^ | 273 | 154^ | 759 | 358 |
| SAT. 12.28P 2 NBC CN | | 88 | 88 | B | 4.8 | 17 | 373 | 1620 | 244 | 110 | 296 | 170 | 204 | 128 | 92 | 61 | 300 | 162 | 233 | 143 | 110 | 60 | 218 | 109 | 806 | 427 |
| TOM AND JERRY | 16 | 186 | 187 | A | 4.8 | 31 | 373 | 1416 | 278^ | 107^ | 281^ | 110^ | 155^ | 182^ | 110^ | 99^ | 354 | 171^ | 231^ | 256^ | 115^ | 98^ | 44v | LT | 737 | 295^ |
| SAT. 8.30A 30 CBS CA | | 98 | 98 | B | 4.8 | 27 | 373 | 1489 | 246 | 109 | 279 | 147 | 208 | 158 | 100 | 50 | 185 | 72 | 130 | 119 | 83 | 46 | 144 | 62 | 881 | 458 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

**EVE.MON. DEC.29, 1980**

## WEEK 1

| | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,530<br>25.1 | | | | 23,420<br>30.1 | | | | | | | |
| | Program | | | | | ← THAT'S INCREDIBLE → (OP) | | | | ← GATOR BOWL FOOTBALL GAME PITTSBURGH VS SOUTH CAROLINA (9:00-12:08AM)(+OP) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,720<br>20.2 | 19.8* | | 20.5* | 11,510<br>14.8 | 15.6* | | 16.6* | | 16.6* | | 14.8* |
| | SHARE OF AUDIENCE % | | | | | 31 | 30 * | | 31 * | 25 | 24 * | | 25 * | | 25 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 19.4 | 20.2 | 20.7 | 20.3 | 15.4 | 15.8 | 16.8 | 16.5 | 17.3 | 15.8 | 14.4 | 15.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,630<br>18.8 | | | | 21,080<br>27.1 | | 18,590<br>23.9 | | 16,960<br>21.8 | | | |
| | Program | | | | | ← FREEBIE AND THE BEAN(B) → (OP) | | | | M*A*S*H | | HOUSE CALLS | | ← LOU GRANT → (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,590<br>14.9 | 15.0* | | 14.8* | 19,290<br>24.8 | | 17,190<br>22.1 | | 13,380<br>17.2 | 17.4* | | 17.0* |
| | SHARE OF AUDIENCE % | | | | | 22 | 23 * | | 22 * | 37 | | 33 | | 28 | 27 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.6 | 14.5 | 14.4 | 15.2 | 24.1 | 25.5 | 22.1 | 22.1 | 17.6 | 17.3 | 17.3 | 16.8 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,520<br>23.8 | | | | 24,820<br>31.9 | | | | | | | |
| | Program | | | | | ← LITTLE HOUSE-PRAIRIE → (R)(OP) | | | | ← NBC MONDAY NIGHT MOVIES → FLAMINGO ROAD(R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,330<br>19.7 | 19.0* | | 20.5* | 17,510<br>22.5 | 20.5* | | 22.0* | | 23.9* | | 23.7* |
| | SHARE OF AUDIENCE % | | | | | 30 | 29 * | | 31 * | 35 | 31 * | | 33 * | | 38 * | | 40 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.3 | 19.6 | 20.4 | 20.6 | 20.3 | 20.8 | 21.7 | 22.4 | 23.9 | 23.9 | 24.1 | 23.4 |

## WEEK 2

| | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,750<br>24.1 | | | | 19,530<br>25.1 | | | | | | | |
| | Program | | | | | ← THAT'S INCREDIBLE → (R)(OP) | | | | ← ABC MONDAY NIGHT MOVIE → SST-DEATH FLIGHT(R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,000<br>18.0 | 17.0* | | 19.1* | 13,770<br>17.7 | 17.7* | | 17.8* | | 18.1* | | 17.2* |
| | SHARE OF AUDIENCE % | | | | | 25 | 24 * | | 26 * | 26 | 25 * | | 25 * | | 27 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.0 | 18.0 | 19.4 | 18.8 | 17.9 | 17.6 | 17.8 | 17.9 | 18.2 | 18.0 | 17.3 | 17.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,640<br>20.1 | | 15,480<br>19.9 | | 23,110<br>29.7 | | 19,920<br>25.6 | | 20,070<br>25.8 | | | |
| | Program | | | | | FLO | | LADIES' MAN (OP) | | M*A*S*H | | HOUSE CALLS | | ← LOU GRANT → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,770<br>17.7 | | 14,240<br>18.3 | | 21,240<br>27.3 | | 18,440<br>23.7 | | 16,880<br>21.7 | 22.1* | | 21.2* |
| | SHARE OF AUDIENCE % | | | | | 25 | | 25 | | 38 | | 34 | | 33 | 33 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.0 | 17.5 | 19.0 | 26.5 | 28.1 | 23.6 | 23.8 | 22.4 | 21.8 | 21.4 | 21.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,950<br>29.5 | | | | 22,100<br>28.4 | | | | | | | |
| | Program | | | | | ← LITTLE HOUSE-PRAIRIE → (OP) | | | | ← NBC MONDAY NIGHT MOVIES → OH, GOD (R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 19,220<br>24.7 | 23.7* | | 25.7* | 15,020<br>19.3 | 17.7* | | 18.7* | | 20.4* | | 20.3* |
| | SHARE OF AUDIENCE % | | | | | 34 | 33 * | | 35 * | 28 | 25 * | | 27 * | | 30 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 22.7 | 24.7 | 25.8 | 25.6 | 18.3 | 17.1 | 18.5 | 19.0 | 20.2 | 20.6 | 20.2 | 20.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 62.4 | 64.1 | 64.5 | 65.8 | 65.7 | 66.1 | 66.6 | 66.9 | 66.8 | 67.1 | 66.1 | 66.2 | 64.3 | 62.3 | 60.8 | 58.6 |
| | WK. 2 | 65.4 | 66.8 | 67.6 | 69.1 | 70.3 | 72.4 | 72.4 | 73.1 | 72.2 | 71.8 | 69.9 | 69.9 | 67.9 | 66.7 | 65.2 | 63.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

**EVE.MON. JAN.5, 1981**

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. DEC.30, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,180 | | 16,960 | | 16,960 | | 14,860 | | 11,360 | | | |
| TOTAL AUDIENCE (%) | | | | | 20.8 | | 21.8 | | 21.8 | | 19.1 | | 14.6 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | ABC NEWS CLOSEUP-TUE. A MATTER OF SURVIVAL | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,390 | | 15,480 | | 15,400 | | 13,770 | | 8,170 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.5 | | 19.9 | | 19.8 | | 17.7 | | 10.5 | 11.0* | | 10.1* |
| SHARE OF AUDIENCE % | | | | | 29 | | 31 | | 30 | | 27 | | 17 | 17 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.5 | 19.4 | 19.1 | 20.7 | 19.3 | 20.2 | 17.8 | 17.5 | 11.8 | 10.1 | 10.1 | 10.2 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,550 | | | | 23,110 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 18.7 | | | | 29.7 | | | | | | | |
| Program | | | | | WHITE SHADOW (OP) | | | | CBS TUESDAY NIGHT MOVIES THE MATING SEASON | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,050 | | | | 15,950 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.2 | 13.5* | | 14.8* | 20.5 | 17.5* | | 18.9* | | 22.7* | | 22.8* |
| SHARE OF AUDIENCE % | | | | | 22 | 21 * | | 23 * | 32 | 27 * | | 29 * | | 36 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.2 | 13.7 | 14.7 | 15.0 | 17.0 | 18.0 | 18.7 | 19.2 | 22.3 | 23.2 | 23.1 | 22.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 19,450 | | | | 24,510 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 25.0 | | | | 31.5 | | | | | | | |
| Program | | | | | LOBO (OP) | | | | NBC TUESDAY MOVIE THE BOYS IN COMPANY C | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,400 | | | | 17,120 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.8 | 19.5* | | 20.0* | 22.0 | 19.7* | | 20.9* | | 23.9* | | 23.3* |
| SHARE OF AUDIENCE % | | | | | 31 | 31 * | | 31 * | 35 | 30 * | | 32 * | | 38 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.4 | 19.6 | 20.2 | 19.9 | 19.8 | 19.6 | 20.6 | 21.3 | 23.8 | 24.0 | 24.0 | 22.7 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 18,210 | | 16,800 | | 19,220 | | 17,510 | | 17,350 | | | |
| TOTAL AUDIENCE (%) | | | | | 23.4 | | 21.6 | | 24.7 | | 22.5 | | 22.3 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY (SUS-OP) | | TOO CLOSE FOR COMFORT (OP) | | HART TO HART | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,720 | | 16,030 | | 17,660 | | 16,420 | | 14,630 | | | |
| AVERAGE AUDIENCE (%) | | | | | 20.2 | | 20.6 | | 22.7 | | 21.1 | | 18.8 | 19.0* | | 18.6* |
| SHARE OF AUDIENCE % | | | | | 29 | | 29 | | 32 | | 31 | | 29 | 29 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.3 | 21.1 | 20.0 | 21.2 | 22.3 | 23.0 | 20.8 | 21.4 | 19.2 | 18.8 | 18.7 | 18.6 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,340 | | | | 19,760 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 21.0 | | | | 25.4 | | | | | | | |
| Program | | | | | WHITE SHADOW (OP) | | | | CBS TUESDAY NIGHT MOVIES WORD OF HONOR | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,990 | | | | 14,470 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.7 | 16.0* | | 17.5* | 18.6 | 18.6* | | 18.2* | | 18.6* | | 19.0* |
| SHARE OF AUDIENCE % | | | | | 24 | 23 * | | 25 * | 28 | 26 * | | 27 * | | 29 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.7 | 16.2 | 17.2 | 17.7 | 19.0 | 18.1 | 18.1 | 18.3 | 18.5 | 18.7 | 19.0 | 18.9 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 18,980 | | | | 22,410 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 24.4 | | | | 28.8 | | | | | | | |
| Program | | | | | LOBO (OP) | | | | FLAMINGO ROAD | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 16,100 | | | | 15,950 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 20.7 | 20.0* | | 21.5* | 20.5 | 20.3* | | 20.6* | | 20.7* | | 20.5* |
| SHARE OF AUDIENCE % | | | | | 30 | 29 * | | 30 * | 31 | 29 * | | 30 * | | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.5 | 20.5 | 21.5 | 21.5 | 20.7 | 19.9 | 20.8 | 20.3 | 20.9 | 20.5 | 20.6 | 20.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 62.8 | 63.3 | 63.3 | 63.8 | 63.3 | 63.5 | 64.2 | 65.3 | 65.2 | 65.6 | 64.8 | 65.2 | 63.7 | 63.1 | 61.7 | 59.5 |
| WK. 2 | 67.0 | 68.0 | 69.1 | 69.9 | 68.5 | 69.4 | 70.2 | 71.1 | 70.7 | 69.9 | 68.4 | 68.1 | 65.6 | 64.2 | 63.3 | 62.1 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. JAN.6, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. WED. DEC. 31, 1980 (WEEK 1)

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 15,870 | | | | 10,040 | | 9,880 | | 12,840 | | | |
| TOTAL AUDIENCE (%) | 20.4 | | | | 12.9 | | 12.7 | | 16.5 | | | |
| Program | EIGHT IS ENOUGH (R) | | | | TAXI (R) | | SOAP (OP) | | VEGA$ (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 12,140 | | | | 8,950 | | 8,790 | | 10,190 | | | |
| AVERAGE AUDIENCE (%) | 15.6 | 15.5* | | 15.6* | 11.5 | | 11.3 | | 13.1 | 13.1* | | 13.0* |
| SHARE OF AUDIENCE % | 28 | 28 * | | 29 * | 22 | | 22 | | 26 | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 15.4 | 15.6 | 15.8 | 15.4 | 11.7 | 11.3 | 11.5 | 11.1 | 12.8 | 13.4 | 13.3 | 12.8 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 17,820 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | 22.9 | | | | | | | | | | | |
| Program | ORPHAN TRAIN (R)(OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,410 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 12.1 | 10.9* | | 10.4* | | 11.7* | | 12.0* | | 13.6* | | 14.1* |
| SHARE OF AUDIENCE % | 23 | 20 * | | 19 * | | 23 * | | 23 * | | 27 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 11.2 | 10.5 | 10.2 | 10.6 | 11.7 | 11.6 | 11.8 | 12.1 | 13.6 | 13.6 | 13.9 | 14.3 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 16,260 | | | | 14,240 | | 13,690 | | 12,530 | | | |
| TOTAL AUDIENCE (%) | 20.9 | | | | 18.3 | | 17.6 | | 16.1 | | | |
| Program | REAL PEOPLE (R)(OP) | | | | DIFF'RENT STROKES | | FACTS OF LIFE | | ORANGE BOWL PARADE | | | |
| AVERAGE AUDIENCE (Households (000)) | 12,600 | | | | 13,070 | | 12,530 | | 9,180 | | | |
| AVERAGE AUDIENCE (%) | 16.2 | 16.1* | | 16.2* | 16.8 | | 16.1 | | 11.8 | 12.4* | | 11.2* |
| SHARE OF AUDIENCE % | 30 | 29 * | | 30 * | 32 | | 31 | | 24 | 25 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | 16.1 | 16.2 | 16.3 | 16.1 | 16.4 | 17.1 | 16.0 | 16.3 | 12.8 | 11.9 | 11.5 | 11.0 |

## EVE. WED. JAN. 7, 1981 (WEEK 2)

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 17,660 | | | | 14,780 | | 15,640 | | 15,720 | | | |
| TOTAL AUDIENCE (%) | 22.7 | | | | 19.0 | | 20.1 | | 20.2 | | | |
| Program | EIGHT IS ENOUGH | | | | TAXI | | SOAP (OP) | | VEGA$ | | | |
| AVERAGE AUDIENCE (Households (000)) | 14,240 | | | | 13,460 | | 14,320 | | 12,680 | | | |
| AVERAGE AUDIENCE (%) | 18.3 | 17.8* | | 18.9* | 17.3 | | 18.4 | | 16.3 | 16.4* | | 16.2* |
| SHARE OF AUDIENCE % | 26 | 26 * | | 27 * | 25 | | 27 | | 27 | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 17.5 | 18.2 | 18.8 | 18.9 | 17.0 | 17.6 | 18.5 | 18.2 | 16.4 | 16.4 | 16.2 | 16.2 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 16,340 | | | | 19,450 | | | | | | | |
| TOTAL AUDIENCE (%) | 21.0 | | | | 25.0 | | | | | | | |
| Program | ENOS (OP) | | | | CBS WEDNESDAY NIGHT MOVIE BUTCH AND SUNDANCE: THE EARLY DAYS | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 13,540 | | | | 12,760 | | | | | | | |
| AVERAGE AUDIENCE (%) | 17.4 | 17.3* | | 17.5* | 16.4 | 16.3* | | 17.0* | | 16.5* | | 15.8* |
| SHARE OF AUDIENCE % | 25 | 25 * | | 25 * | 26 | 24 * | | 25 * | | 27 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 17.2 | 17.4 | 17.7 | 17.4 | 16.2 | 16.5 | 17.2 | 16.8 | 16.7 | 16.3 | 16.3 | 15.2 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 19,060 | | | | 18,910 | | 17,120 | | 18,360 | | | |
| TOTAL AUDIENCE (%) | 24.5 | | | | 24.3 | | 22.0 | | 23.6 | | | |
| Program | REAL PEOPLE (OP) | | | | DIFF'RENT STROKES | | FACTS OF LIFE | | QUINCY, M.E. | | | |
| AVERAGE AUDIENCE (Households (000)) | 16,030 | | | | 17,430 | | 15,790 | | 14,940 | | | |
| AVERAGE AUDIENCE (%) | 20.6 | 19.5* | | 21.8* | 22.4 | | 20.3 | | 19.2 | 19.6* | | 18.8* |
| SHARE OF AUDIENCE % | 30 | 28 * | | 31 * | 33 | | 30 | | 32 | 32 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 18.7 | 20.3 | 21.7 | 21.8 | 22.2 | 22.7 | 19.9 | 20.6 | 19.8 | 19.5 | 19.2 | 18.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 57.7 | 57.3 | 57.0 | 57.2 | 55.8 | 54.8 | 54.5 | 53.9 | 52.2 | 51.9 | 51.6 | 52.1 | 50.8 | 50.2 | 49.5 | 48.2 |
| WK. 2 | 66.1 | 67.1 | 66.9 | 66.3 | 67.9 | 69.8 | 70.6 | 70.9 | 68.5 | 69.1 | 67.4 | 66.8 | 62.9 | 61.0 | 60.1 | 57.1 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. WED. JAN. 7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.THU. JAN.1, 1981

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 16,730 | | 15,720 | | 15,950 | | 16,800 | | | | | |
| TOTAL AUDIENCE (%) | | | | | 21.5 | | 20.2 | | 20.5 | | 21.6 | | | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES | | IT'S A LIVING (OP) | | ← ABC NEWS CLOSEUP-THU. INVASION → | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,390 | | 14,470 | | 13,850 | | 9,490 | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.5 | | 18.6 | | 17.8 | | 12.2 | 11.8* | | 13.2* | | 11.6* |
| SHARE OF AUDIENCE % | | | | | 28 | | 28 | | 27 | | 20 | 18 * | | 21 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.2 | 19.9 | 18.7 | 18.6 | 17.5 | 18.1 | 12.0 | 11.6 | 13.9 | 12.5 | 11.6 | 11.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 17,970 | | | | 22,800 | | | | 15,790 | | | |
| TOTAL AUDIENCE (%) | | | | | 23.1 | | | | 29.3 | | | | 20.3 | | | |
| Program | | | | | ← WALTONS (OP) → | | | | ← KNOTS LANDING → | | | | ← CBS REPORTS SPACE SHUTTLE-$14 BILLION QUESTION MARK → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,860 | | | | 16,730 | | | | 10,740 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.1 | 17.5* | | 20.6* | 21.5 | 19.4* | | 23.6* | 13.8 | 14.7* | | 12.9* |
| SHARE OF AUDIENCE % | | | | | 28 | 26 * | | 31 * | 32 | 29 * | | 36 * | 23 | 23 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.6 | 18.5 | 20.4 | 20.9 | 19.6 | 19.2 | 23.6 | 23.6 | 15.4 | 14.0 | 13.4 | 12.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 32,290 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 41.5 | | | | | | | | | | | |
| Program | | | (S)(OP) | | ← ORANGE BOWL GAME OKLAHOMA VS FLORIDA STATE (8:09-11:36PM)(OP)(+OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 18,750 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 24.1 | 23.3* | | 22.7* | | 23.1* | | 22.8* | | 24.7* | | 25.7* |
| SHARE OF AUDIENCE % | | | | | 38 | 36 * | | 34 * | | 35 * | | 34 * | | 39 * | | 42 * |
| AVG. AUD. BY ¼ HR. % | | | | | 23.5 | 23.2 | 22.6 | 22.8 | 22.8 | 23.5 | 22.7 | 23.0 | 24.1 | 25.2 | 25.6 | 25.9 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 17,350 | | 16,960 | | 16,570 | | 16,100 | | 19,760 | | | |
| TOTAL AUDIENCE (%) | | | | | 22.3 | | 21.8 | | 21.3 | | 20.7 | | 25.4 | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES | | BARNEY MILLER | | IT'S A LIVING (OP) | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,630 | | 15,020 | | 15,170 | | 14,630 | | 15,950 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.8 | | 19.3 | | 19.5 | | 18.8 | | 20.5 | 20.2* | | 20.8* |
| SHARE OF AUDIENCE % | | | | | 29 | | 29 | | 30 | | 29 | | 34 | 33 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.8 | 19.8 | 18.7 | 19.9 | 19.4 | 19.6 | 18.4 | 19.3 | 20.6 | 19.8 | 20.9 | 20.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 19,450 | | | | 20,070 | | | | 18,590 | | | |
| TOTAL AUDIENCE (%) | | | | | 25.0 | | | | 25.8 | | | | 23.9 | | | |
| Program | | | | | ← WALTONS (OP) → | | | | ← MAGNUM, P.I. → | | | | ← KNOTS LANDING → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,400 | | | | 15,950 | | | | 15,170 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.8 | 18.7* | | 20.9* | 20.5 | 20.3* | | 20.8* | 19.5 | 19.6* | | 19.5* |
| SHARE OF AUDIENCE % | | | | | 30 | 29 * | | 32 * | 32 | 31 * | | 33 * | 32 | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.0 | 19.3 | 20.7 | 21.1 | 20.1 | 20.4 | 20.9 | 20.6 | 19.2 | 19.9 | 20.0 | 19.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 23,420 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 30.1 | | | | | | | | | | | |
| Program | | | | | ← NBC THURSDAY NIGHT MOVIES GOLDENGIRL(OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,290 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.8 | 17.0* | | 16.0* | | 16.7* | | 15.9* | | 14.7* | | 14.3* |
| SHARE OF AUDIENCE % | | | | | 25 | 26 * | | 24 * | | 26 * | | 25 * | | 24 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.7 | 16.4 | 16.0 | 16.0 | 16.8 | 16.7 | 15.9 | 15.8 | 15.1 | 14.4 | 14.2 | 14.4 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 65.1 | 66.2 | 66.5 | 67.0 | 66.7 | 67.6 | 67.5 | 67.3 | 67.0 | 67.3 | 66.5 | 66.0 | 63.3 | 62.0 | 59.3 | 57.0 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 63.5 | 64.7 | 64.8 | 65.9 | 65.4 | 65.7 | 65.2 | 65.9 | 65.5 | 64.9 | 64.0 | 63.9 | 62.4 | 61.7 | 61.1 | 59.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## EVE.THU. JAN.8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.2, 1981

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,030 | | 13,930 | | 15,640 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 20.6 | | 17.9 | | 20.1 | | | | | | | |
| Program | | | | | BENSON (R) | | I'M A BIG GIRL NOW (R)(OP) | | ABC FRIDAY NIGHT MOVIE — BIRTH OF THE BEATLES(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,160 | | 12,910 | | 9,960 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.2 | | 16.6 | | 12.8 | 13.3* | | 13.0* | | 12.3* | | 12.7* |
| SHARE OF AUDIENCE % | | | | | 28 | | 26 | | 21 | 21 * | | 21 * | | 20 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.8 | 18.6 | 16.6 | 16.5 | 13.4 | 13.2 | 13.3 | 12.8 | 12.4 | 12.3 | 12.5 | 12.9 |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 18,750 | | | | 26,370 | | | | 31,430 | | | |
| TOTAL AUDIENCE (%) | | | | | 24.1 | | | | 33.9 | | | | 40.4 | | | |
| Program | | | | | INCREDIBLE HULK (R)(OP) | | | | DUKES OF HAZZARD | | | | DALLAS | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,020 | | | | 22,560 | | | | 28,090 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.3 | 17.8* | | 20.8* | 29.0 | 27.8* | | 30.1* | 36.1 | 35.8* | | 36.3* |
| SHARE OF AUDIENCE % | | | | | 30 | 28 * | | 33 * | 47 | 45 * | | 48 * | 59 | 58 * | | 60 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.0 | 18.7 | 20.4 | 21.2 | 27.3 | 28.3 | 29.4 | 30.9 | 35.1 | 36.5 | 36.9 | 35.8 |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 15,330 | | | | 11,050 | | | | 6,460 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.7 | | | | 14.2 | | | | 8.3 | | | |
| Program | | | | | MARIE (OP) | | | | NUMBER 96 | | | | RUN AMERICA | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,280 | | | | 8,480 | | | | 4,280 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.5 | 14.8* | | 14.1* | 10.9 | 11.5* | | 10.4* | 5.5 | 5.8* | | 5.2* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 22 * | 18 | 19 * | | 17 * | 9 | 9 * | | 9 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 14.2 | 14.4 | 13.8 | 11.5 | 11.5 | 10.8 | 10.0 | 6.3 | 5.3 | 5.0 | 5.5 |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 15,950 | | 15,790 | | 17,430 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 20.5 | | 20.3 | | 22.4 | | | | | | | |
| Program | | | | | BENSON | | I'M A BIG GIRL NOW (OP) | | ABC FRIDAY NIGHT MOVIE — TOPPER(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,630 | | 14,550 | | 10,740 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.8 | | 18.7 | | 13.8 | 14.1* | | 14.3* | | 13.3* | | 13.3* |
| SHARE OF AUDIENCE % | | | | | 29 | | 29 | | 22 | 22 * | | 22 * | | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.0 | 19.7 | 19.0 | 18.5 | 14.1 | 14.2 | 14.5 | 14.1 | 13.5 | 13.1 | 13.3 | 13.3 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 17,890 | | | | 26,840 | | | | 29,640 | | | |
| TOTAL AUDIENCE (%) | | | | | 23.0 | | | | 34.5 | | | | 38.1 | | | |
| Program | | | | | INCREDIBLE HULK (OP) | | | | DUKES OF HAZZARD | | | | DALLAS | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,550 | | | | 23,180 | | | | 26,370 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.7 | 17.0* | | 20.3* | 29.8 | 28.6* | | 31.1* | 33.9 | 33.9* | | 33.8* |
| SHARE OF AUDIENCE % | | | | | 29 | 26 * | | 32 * | 46 | 44 * | | 48 * | 56 | 55 * | | 56 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.5 | 17.5 | 19.5 | 21.2 | 27.8 | 29.3 | 30.7 | 31.4 | 33.3 | 34.4 | 34.4 | 33.3 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,320 | | | | 11,510 | | | | 7,860 | | | |
| TOTAL AUDIENCE (%) | | | | | 18.4 | | | | 14.8 | | | | 10.1 | | | |
| Program | | | | | SANFORD (OP) | | | | MOMMA THE DETECTIVE | | | | NBC MAGAZINE | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,360 | | | | 8,710 | | | | 6,220 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.6 | 14.5* | | 14.7* | 11.2 | 11.7* | | 10.8* | 8.0 | 8.2* | | 7.8* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 23 * | 17 | 18 * | | 17 * | 13 | 13 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.5 | 14.4 | 15.2 | 14.2 | 11.9 | 11.5 | 10.8 | 10.7 | 8.3 | 8.2 | 7.9 | 7.8 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 60.7 | 62.3 | 63.2 | 64.6 | 64.5 | 64.6 | 63.1 | 62.8 | 62.1 | 62.1 | 62.3 | 62.4 | 61.5 | 61.4 | 60.9 | 59.7 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 59.8 | 61.8 | 61.4 | 62.8 | 63.7 | 64.6 | 64.2 | 64.4 | 64.3 | 65.2 | 65.2 | 64.8 | 62.0 | 61.1 | 60.9 | 60.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. JAN.9, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. JAN.3, 1981 (WEEK 1)

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,000<br>18.0 | | | | 23,650<br>30.4 | | | | 22,330<br>28.7 | | | |
| | Program | | | | | BREAKING AWAY | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,880<br>12.7 | 11.3* | | 14.1* | 20,540<br>26.4 | 25.2* | | 27.6* | 18,280<br>23.5 | 23.5* | | 23.5* |
| | SHARE OF AUDIENCE % | | | | | 20 | 18 * | | 22 * | 42 | 40 * | | 44 * | 40 | 39 * | | 41 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 11.2 | 11.5 | 13.2 | 14.9 | 24.0 | 26.3 | 27.5 | 27.8 | 23.3 | 23.7 | 23.6 | 23.4 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,220<br>24.7 | | 16,260<br>20.9 | | 11,200<br>14.4 | | | | 10,580<br>13.6 | | | |
| | Program | | | | | WKRP IN CINCINNATI | | TIM CONWAY SHOW (OP) | | SECRETS-MIDLAND HEIGHTS | | | | CBS REPORTS EMBASSY | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,040<br>21.9 | | 14,700<br>18.9 | | 8,640<br>11.1 | 11.4* | | 10.9* | 7,310<br>9.4 | 9.8* | | 9.1* |
| | SHARE OF AUDIENCE % | | | | | 35 | | 30 | | 18 | 18 * | | 17 * | 16 | 16 * | | 16 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 21.6 | 22.2 | 19.2 | 18.6 | 11.6 | 11.3 | 10.8 | 10.9 | 10.1 | 9.5 | 9.3 | 8.9 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,450<br>25.0 | | | | 18,830<br>24.2 | | | | | | | |
| | Program | (1) | | | | BARBARA MANDRELL (OP) | | | | NBC SATURDAY NIGHT MOVIES BURNT OFFERINGS(R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,700<br>18.9 | 17.7* | | 20.1* | 12,140<br>15.6 | 15.7* | | 14.5* | | 15.7* | | 16.3* |
| | SHARE OF AUDIENCE % | | | | | 30 | 28 * | | 32 * | 26 | 25 * | | 23 * | | 26 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | 28.6 | | | | 17.4 | 18.0 | 20.1 | 20.1 | 16.2 | 15.3 | 14.8 | 14.2 | 15.5 | 15.8 | 16.3 | 16.3 |

## EVE.SAT. JAN.10, 1981 (WEEK 2)

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,300<br>17.1 | | | | 23,500<br>30.2 | | | | 22,560<br>29.0 | | | |
| | Program | | | | | BREAKING AWAY | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,570<br>12.3 | 11.1* | | 13.5* | 20,150<br>25.9 | 24.5* | | 27.3* | 18,980<br>24.4 | 24.6* | | 24.2* |
| | SHARE OF AUDIENCE % | | | | | 20 | 18 * | | 22 * | 42 | 40 * | | 44 * | 43 | 42 * | | 44 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 11.2 | 11.1 | 12.7 | 14.2 | 23.2 | 25.8 | 27.1 | 27.6 | 24.5 | 24.6 | 24.2 | 24.3 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,260<br>20.9 | | 14,550<br>18.7 | | 11,360<br>14.6 | | | | 10,580<br>13.6 | | | |
| | Program | | | | | WKRP IN CINCINNATI | | TIM CONWAY SHOW (OP) | | FREEBIE AND THE BEAN | | | | SECRETS-MIDLAND HEIGHTS | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,630<br>18.8 | | 12,910<br>16.6 | | 8,790<br>11.3 | 11.5* | | 11.2* | 8,090<br>10.4 | 10.3* | | 10.4* |
| | SHARE OF AUDIENCE % | | | | | 31 | | 27 | | 18 | 19 * | | 18 * | 18 | 18 * | | 19 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.7 | 18.9 | 17.1 | 16.1 | 11.9 | 11.2 | 11.0 | 11.3 | 10.4 | 10.2 | 10.4 | 10.5 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,590<br>23.9 | | | | 12,370<br>15.9 | | | | 13,460<br>17.3 | | | |
| | Program | | | | | BARBARA MANDRELL (R)(OP) | | | | MITCH MILLER SPECIAL | | | | STEVE ALLEN COMEDY HR(B) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,470<br>18.6 | 18.2* | | 19.1* | 10,040<br>12.9 | 12.9* | | 12.8* | 10,270<br>13.2 | 13.4* | | 12.9* |
| | SHARE OF AUDIENCE % | | | | | 30 | 30 * | | 31 * | 21 | 21 * | | 20 * | 23 | 23 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.6 | 18.8 | 19.4 | 18.7 | 13.5 | 12.4 | 12.6 | 12.9 | 13.8 | 13.0 | 13.2 | 12.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 62.3 | 62.1 | 61.8 | 62.4 | 62.1 | 62.4 | 63.0 | 63.6 | 62.4 | 63.4 | 63.1 | 63.1 | 60.0 | 59.2 | 57.6 | 56.3 |
| | WK. 2 | 60.2 | 61.1 | 60.8 | 60.4 | 59.8 | 61.3 | 62.4 | 62.4 | 61.7 | 61.9 | 62.8 | 62.7 | 59.5 | 58.2 | 55.8 | 54.2 |

U.S. TV Households: 77,800,000

(1)NFL PLAYOFF GAME-SAT,BUFFALO VS SAN DIEGO,NBC,(4:00-7:06PM)(S)

For explanation of symbols, See page A.



EVE.SAT. JAN.10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.3, 1981

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 7,240<br>9.3 | | | | | | | | | | | | | | | |
| ABC TV | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7,310<br>9.4 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 18 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 9.4 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 13,930<br>17.9 | | | | | | | | | | | | | |
| NBC TV | | | | ← SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 8,010<br>10.3 | 10.5* | | 10.3* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 28 | 26 * | | 30 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 10.8 | 10.1 | 10.3 | 10.2 | 10.0 | 9.4 | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 7,240<br>9.3 | | | | | | | | | | | | | | | |
| ABC TV | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,690<br>8.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 17 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 8.6 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 12,210<br>15.7 | | | | | | | | | | | | | |
| NBC TV | | | | ← SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 7,240<br>9.3 | 10.6* | | 9.1* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 26 | 26 * | | 26 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 10.5 | 10.6 | 9.9 | 8.3 | 7.7 | 7.3 | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 52.4 | 48.9 | 42.4 | 38.9 | 36.4 | 33.4 | 31.5 | 28.5 | 24.9 | 22.8 | 19.9 | 17.5 | 15.3 | 13.9 | 11.7 | 10.0 |
| | WK. 2 | 51.0 | 47.3 | 42.0 | 39.1 | 36.0 | 33.2 | 29.9 | 27.7 | 25.0 | 23.2 | 19.4 | 16.7 | 14.1 | 12.8 | 12.0 | 10.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.SAT. JAN.10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.4, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 14,700<br>18.9 | | | | 15,950<br>20.5 | | | | 23,030<br>29.6 | | | | | | | |
| ABC TV program | THOSE AMAZING ANIMALS (R) | | | | CHARLIE'S ANGELS (OP) | | | | ABC SUNDAY NIGHT MOVIE BUTCH CASSIDY AND THE SUNDANCE KID(R) (9:00-11:04PM) (SUSTAINING 11:04-11:16PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 9,960<br>12.8 | 11.7* | | 13.8* | 12,450<br>16.0 | 14.8* | | 17.2* | 15,170<br>19.5 | 18.8* | | 19.2* | | 19.8* | | 20.2* |
| SHARE OF AUDIENCE % | 18 | 17 * | | 19 * | 22 | 21 * | | 24 * | 28 | 26 * | | 27 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 10.9 | 12.6 | 13.1 | 14.6 | 13.9 | 15.8 | 17.1 | 17.4 | 18.3 | 19.3 | 19.2 | 19.3 | 19.8 | 19.8 | 20.3 | 20.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 33,450<br>43.0 | | | | 20,460<br>26.3 | | 20,070<br>25.8 | | 19,450<br>25.0 | | 18,520<br>23.8 | | 18,280<br>23.5 | | |
| CBS TV program | (1) (S)(OP) | 60 MINUTES (7:24-8:24PM) (S)(OP)(+OP) | | | | | ARCHIE BUNKER'S PLACE (8:24-8:54PM) (OP)(+OP) | | ONE DAY AT A TIME (8:54-9:24PM) (OP)(+OP) | | ALICE (9:24-9:54PM) (OP)(+OP) | | JEFFERSONS (9:54-10:24PM) (OP)(+OP) | | TRAPPER JOHN, M.D. (10:24-11:24PM) (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 26,220<br>33.7 | | 34.2* | | 19,220<br>24.7 | | 17,820<br>22.9 | | 17,820<br>22.9 | | 16,960<br>21.8 | | 14,550<br>18.7 | | 18.3* |
| SHARE OF AUDIENCE % | | 48 | | 48 * | | 34 | | 32 | | 31 | | 31 | | 30 | | 28 * |
| AVG. AUD. BY ¼ HR. % | 42.4 | 33.5 | 34.8 | 33.7 | 33.9 | 25.0 | 24.9 | 21.0 | 23.4 | 22.4 | 23.1 | 20.7 | 21.9 | 18.6 | 17.7 | 18.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 18,280<br>23.5 | | | | 20,540<br>26.4 | | | | 25,050<br>32.2 | | | | | | | |
| NBC TV program | DISNEY'S WONDERFUL WORLD THE GHOSTS OF BUXLEY HALL,PART2 | | | | CHIPS (OP) | | | | BIG EVENT HARPER VALLEY P.T.A.(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,990<br>16.7 | 14.8* | | 18.7* | 16,880<br>21.7 | 20.1* | | 23.2* | 18,050<br>23.2 | 22.2* | | 23.2* | | 23.3* | | 23.9* |
| SHARE OF AUDIENCE % | 24 | 21 * | | 26 * | 30 | 28 * | | 32 * | 34 | 31 * | | 32 * | | 34 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | 12.8 | 16.7 | 18.3 | 19.2 | 19.2 | 21.0 | 22.8 | 23.6 | 21.6 | 22.7 | 23.5 | 23.0 | 23.2 | 23.5 | 24.4 | 23.5 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 13,850<br>17.8 | | | | 18,050<br>23.2 | | | | 20,540<br>26.4 | | | | | | | |
| ABC TV program | THOSE AMAZING ANIMALS (R) | | | | CHARLIE'S ANGELS (OP) | | | | ABC SUNDAY NIGHT MOVIE HIGH PLAINS DRIFTER(R) (9:00-10:54PM)(SUS-OP) (SUSTAINING 10:54-10:56PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,350<br>13.3 | 12.5* | | 14.2* | 14,080<br>18.1 | 16.4* | | 19.9* | 14,240<br>18.3 | 17.1* | | 18.0* | | 19.0* | | 19.2* |
| SHARE OF AUDIENCE % | 19 | 18 * | | 20 * | 25 | 23 * | | 28 * | 27 | 24 * | | 25 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 12.0 | 13.0 | 14.2 | 14.2 | 15.4 | 17.4 | 20.0 | 19.8 | 16.8 | 17.4 | 17.8 | 18.3 | 18.7 | 19.3 | 19.6 | 18.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 24,120<br>31.0 | | | | 18,830<br>24.2 | | 21,080<br>27.1 | | 21,710<br>27.9 | | 23,730<br>30.5 | | 23,030<br>29.6 | | | |
| CBS TV program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 19,610<br>25.2 | 24.6* | | 25.9* | 16,030<br>20.6 | | 19,140<br>24.6 | | 19,610<br>25.2 | | 21,240<br>27.3 | | 19,140<br>24.6 | 24.5* | | 24.7* |
| SHARE OF AUDIENCE % | 36 | 35 * | | 36 * | 29 | | 34 | | 35 | | 39 | | 38 | 37 * | | 40 * |
| AVG. AUD. BY ¼ HR. % | 23.2 | 26.0 | 26.4 | 25.4 | 19.2 | 21.9 | 23.7 | 25.5 | 24.8 | 25.7 | 27.0 | 27.7 | 24.0 | 25.1 | 25.0 | 24.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 21,550<br>27.7 | | | | 20,230<br>26.0 | | | | | |
| NBC TV program | | | NFL PLAYOFF GM-SUN. OAKLAND VS SAN DIEGO (5:00-8:36PM)(+OP) | | | | CHIPS (8:36-9:36PM) (OP)(+OP) | | | | BIG EVENT MAGIC (9:36-11:36PM)(OP) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 31.3* | | 31.6* | | 31.5* | 14,860<br>19.1 | 16.1* | | 21.2* | 12,760<br>16.4 | 16.7* | | 17.0* | | 16.4* |
| SHARE OF AUDIENCE % | | 47 * | | 46 * | | 45 * | 27 | 22 * | | 29 * | 26 | 23 * | | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 31.3 | 31.3 | 31.0 | 32.2 | 34.3 | 28.7 | 15.8 | 16.2 | 21.1 | 21.4 | 16.7 | 16.7 | 17.3 | 16.7 | 16.4 | 16.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 70.1 | 70.2 | 70.9 | 71.0 | 70.8 | 71.6 | 72.3 | 72.0 | 71.6 | 72.6 | 72.1 | 71.0 | 69.0 | 66.7 | 65.3 | 64.4 |
| WK. 2 | 69.3 | 70.9 | 70.9 | 71.8 | 71.9 | 72.4 | 71.7 | 71.6 | 71.3 | 71.8 | 70.8 | 70.5 | 67.0 | 65.5 | 63.5 | 60.0 |

U.S. TV Households: 77,800,000

(1)CBS NFL PLAYOFF GAME,DALLAS VS ATLANTA,CBS,(4:00-7:14PM)(S)

For explanation of symbols, See page A.

EVE.SUN. JAN.11, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.4, 1981

## WEEK 1

### ABC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | 5,290<br>6.8 | | | | | | |
| Program | (1)<br>(R) | ABC WEEKEND REPORT-SUN (11:18-11:33PM) | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,060<br>6.5 | | | | | | |
| SHARE OF AUDIENCE % | | 15 | | | | | | |
| AVG. AUD. BY ¼ HR. % | 19.7 | 6.6 | 5.8 | | | | | |

### CBS TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | 6,220<br>8.0 | | | | | | |
| Program | TRAPPER JOHN, M.D. (10:24-11:24PM) (-OP) | | CBS SUNDAY NEWS-BRADLEY (11:24-11:39PM) (OP) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,760<br>7.4 | | | | | | |
| SHARE OF AUDIENCE % | | 18 | | | | | | |
| AVG. AUD. BY ¼ HR. % | 19.6 | 7.9 | 7.0 | | | | | |

Program notes: TRAPPER JOHN, M.D. runs 10:24-11:24PM (-OP). CBS SUNDAY NEWS-BRADLEY runs 11:24-11:39PM (OP).

### NBC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 3,350<br>4.3 | | | | | |
| Program | | | NBC LATE NIGHT MOVIE GREATEST HEROS OF THE BIBLE(R) (11:30-12:33AM) (SUSTAINING 12:33-2:02AM) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,950<br>2.5 | 2.3* | | 2.7* | | |
| SHARE OF AUDIENCE % | | | 9 | 7 * | | 11 * | | |
| AVG. AUD. BY ¼ HR. % | | | 2.4 | 2.3 | 2.7 | 2.7 | 2.8 | |

Program note: NBC LATE NIGHT MOVIE, GREATEST HEROS OF THE BIBLE(R), runs 11:30-12:33AM (SUSTAINING 12:33-2:02AM).

## WEEK 2

### ABC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 5,290<br>6.8 | | | | | | | |
| Program | ABC WEEKEND REPORT-SUN. | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,060<br>6.5 | | | | | | | |
| SHARE OF AUDIENCE % | 13 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.5 | | | | | | | |

### CBS TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 8,170<br>10.5 | | | | | | | |
| Program | CBS SUNDAY NEWS-BRADLEY | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,780<br>10.0 | | | | | | | |
| SHARE OF AUDIENCE % | 19 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 10.0 | | | | | | | |

### NBC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 2,490<br>3.2 | | | |
| Program | BIG EVENT MAGIC (9:36-11:36PM) | | | | NBC LATE NIGHT MOVIE GREATEST HEROES OF THE BIBLE(R) (12:06-12:51AM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 16.1* | | | 1,950<br>2.5 | 2.7* | | 2.3* |
| SHARE OF AUDIENCE % | | 31 * | | | 12 | 11 * | | 12 * |
| AVG. AUD. BY ¼ HR. % | 16.5 | 15.7 | 14.2 | | 2.8 | 2.7 | 2.3 | 2.3 |

Program notes: BIG EVENT, MAGIC, runs 9:36-11:36PM. NBC LATE NIGHT MOVIE, GREATEST HEROES OF THE BIBLE(R), runs 12:06-12:51AM.

## TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 57.4 | 47.8 | 38.1 | 31.2 | 25.6 | 22.8 | 20.1 | 18.2 | 16.4 | 14.9 | 12.2 | 10.0 | 7.4 | 6.2 | 5.4 | 4.1 |
| WK. 2 | 53.1 | 46.3 | 36.0 | 30.7 | 25.6 | 22.1 | 19.0 | 16.4 | 14.7 | 12.6 | 11.4 | 10.3 | 8.5 | 6.9 | 5.9 | 5.1 |

U.S. TV Households: 77,800,000

(1)ABC SUNDAY NIGHT MOVIE,BUTCH CASSIDY AND THE SUNDANCE KID,ABC,(9:00-11:04PM)(SUS 11:04-11:16PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.11, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES DAY MON.-FRI. DEC.29, 1980-JAN.2, 1981

WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,660<br>4.7 | | | | 5,840<br>7.5 | | | | | | | | | |
| ABC TV program | ← GOOD MORNING, AMERICA-730 →<br>(CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 →<br>(CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,800<br>3.6 | | | | 4,750<br>6.1 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 28 | | | | 26 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 3.4 | 3.7 | | | 5.9 | 6.3 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 2,720<br>3.5 | | | 4,280<br>5.5 | | | | | | | | 7,000<br>9.0 | | 8,640<br>11.1 | |
| CBS TV program | ← MORNING-CHARLES KURALT →<br>(CO-OP) (PARTICIPATING) | | | | ← CAPTAIN KANGAROO → | | | | | | | | JEFFERSONS M-F<br>(MTUWF)(S)(OP) | | ALICE-M-F<br>(MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 1,870<br>2.4 | | 2.5* | 2,720<br>3.5 | 2.8* | | 4.2* | | | | | 6,220<br>8.0 | | 7,620<br>9.8 | |
| SHARE OF AUDIENCE % | | 21 | | 20 * | 17 | 16 * | | 18 * | | | | | 30 | | 35 | |
| AVG. AUD. BY ¼ HR. % | | 2.1 | 2.3 | 2.6 | 2.4 | 3.1 | 4.0 | 4.4 | | | | | 7.6 | 8.4 | 9.5 | 10.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,500<br>4.5 | | | | 5,130<br>6.6 | | | | | | 3,350<br>4.3 | | 3,500<br>4.5 | |
| NBC TV program | ← TODAY SHOW-7.30AM →<br>(CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM →<br>(CO-OP) (PARTICIPATING)(MTUWF) (OP) | | | | | | | | LAS VEGAS GAMBIT<br>(MTUWF)(S)(OP) | | BLOCKBUSTERS<br>(MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,720<br>3.5 | | | | 4,430<br>5.7 | | | | | | 2,800<br>3.6 | | 3,110<br>4.0 | |
| SHARE OF AUDIENCE % | | | 28 | | | | 24 | | | | | | 14 | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | 3.2 | 3.8 | | | 5.5 | 5.8 | | | | | 3.6 | 3.7 | 3.9 | 4.1 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 5.9 | 7.3 | 8.6 | 10.5 | 13.8 | 16.6 | 19.3 | 21.3 | 22.5 | 24.7 | 26.3 | 27.8 | 28.2 | 29.1 | 30.3 | 31.2 |

WEEK 2 — DAY MON.-FRI. JAN.5-9, 1981

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,820<br>6.2 | | | | 5,760<br>7.4 | | | | | | | | | |
| ABC TV program | ← GOOD MORNING, AMERICA-730 →<br>(CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 →<br>(CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,970<br>5.1 | | | | 4,900<br>6.3 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 29 | | | | 29 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 5.0 | 5.1 | | | 6.3 | 6.3 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 3,350<br>4.3 | | | 3,500<br>4.5 | | | | | | | | 4,750<br>6.1 | | 5,840<br>7.5 | |
| CBS TV program | ← MORNING-CHARLES KURALT →<br>(CO-OP) (PARTICIPATING) | | | | ← CAPTAIN KANGAROO → | | | | | | | | JEFFERSONS M-F<br>(MTUWF)(S)(OP) | | ALICE-M-F<br>(MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,180<br>2.8 | | 2.8* | 2,100<br>2.7 | 2.3* | | 3.2* | | | | | 4,050<br>5.2 | | 5,060<br>6.5 | |
| SHARE OF AUDIENCE % | | 16 | | 16 * | 13 | 11 * | | 15 * | | | | | 23 | | 28 | |
| AVG. AUD. BY ¼ HR. % | | 2.9 | 2.8 | 2.8 | 2.0 | 2.6 | 3.1 | 3.3 | | | | | 4.9 | 5.5 | 6.2 | 6.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,900<br>6.3 | | | | 5,990<br>7.7 | | | | | | 3,270<br>4.2 | | 3,660<br>4.7 | |
| NBC TV program | ← TODAY SHOW-7.30AM →<br>(CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM →<br>(CO-OP) (PARTICIPATING) | | | | | | | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,890<br>5.0 | | | | 5,060<br>6.5 | | | | | | 2,800<br>3.6 | | 3,110<br>4.0 | |
| SHARE OF AUDIENCE % | | | 28 | | | | 30 | | | | | | 16 | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 4.8 | 5.3 | | | 6.6 | 6.5 | | | | | 3.5 | 3.7 | 4.0 | 4.1 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 9.0 | 11.6 | 13.8 | 15.9 | 18.2 | 20.0 | 20.6 | 21.0 | 21.1 | 21.6 | 22.0 | 22.8 | 22.3 | 22.7 | 22.4 | 23.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## WEEK 1 — DAY MON.-FRI. DEC.29, 1980–JAN.2, 1981

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 9,880 | | | | 7,620 | | 7,860 | | 11,050 | | | | 10,810 | | | |
| TOTAL AUDIENCE (%) | 12.7 | | | | 9.8 | | 10.1 | | 14.2 | | | | 13.9 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (MTUWF)(S)(OP) (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,310 | | | | 6,460 | | 6,850 | | 8,640 | | | | 8,640 | | | |
| AVERAGE AUDIENCE (%) | 9.4 | 8.7* | | 10.2* | 8.3 | | 8.8 | | 11.1 | 10.9* | | 11.4* | 11.1 | 10.8* | | 11.3* |
| SHARE OF AUDIENCE % | 28 | 27 * | | 29 * | 23 | | 25 | | 30 | 30 * | | 31 * | 32 | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 8.0 | 9.3 | 10.0 | 10.4 | 8.1 | 8.5 | 8.7 | 8.9 | 10.6 | 11.1 | 11.3 | 11.5 | 10.7 | 11.0 | 11.2 | 11.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,860 | | 8,250 | | | | 7,000 | | 9,490 | | | | 9,410 | | | |
| TOTAL AUDIENCE (%) | 10.1 | | 10.6 | | | | 9.0 | | 12.2 | | | | 12.1 | | | |
| Program | PRICE IS RIGHT 1 (MTUWF)(S)(OP) | | PRICE IS RIGHT 2 (MTUWF)(S)(OP) | | | | SEARCH FOR TOMORROW (MTUWF)(S)(OP) | | ← YOUNG AND THE RESTLESS (MTUWF)(S)(OP) → | | | | ← AS THE WORLD TURNS (M-W)(OP)(S)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,850 | | 7,240 | | | | 5,990 | | 7,390 | | | | 7,390 | | | |
| AVERAGE AUDIENCE (%) | 8.8 | | 9.3 | | | | 7.7 | | 9.5 | 9.3* | | 9.8* | 9.5 | 9.4* | | 9.7* |
| SHARE OF AUDIENCE % | 30 | | 30 | | | | 25 | | 29 | 28 * | | 29 * | 28 | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 8.7 | 8.8 | 9.2 | 9.5 | | | 7.6 | 7.7 | 9.1 | 9.5 | 9.7 | 9.8 | 9.4 | 9.5 | 9.6 | 9.8 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 5,520 | | 4,900 | | 4,120 | | 4,430 | | 6,770 | | | | 6,610 | | | |
| TOTAL AUDIENCE (%) | 7.1 | | 6.3 | | 5.3 | | 5.7 | | 8.7 | | | | 8.5 | | | |
| Program | WHEEL OF FORTUNE (MTUWF)(S)(OP) | | PASSWORD PLUS (MTUWF)(S)(OP) | | CARD SHARKS (MTUWF)(S)(OP) | | DOCTORS (MTUWF)(S)(OP) | | ← DAYS OF OUR LIVES (MTUWF)(S)(OP) → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,750 | | 4,280 | | 3,500 | | 3,730 | | 5,130 | | | | 5,060 | | | |
| AVERAGE AUDIENCE (%) | 6.1 | | 5.5 | | 4.5 | | 4.8 | | 6.6 | 6.2* | | 6.9* | 6.5 | 6.5* | | 6.5* |
| SHARE OF AUDIENCE % | 21 | | 18 | | 14 | | 15 | | 20 | 19 * | | 21 * | 17 | 17 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 6.0 | 6.3 | 5.5 | 5.6 | 4.5 | 4.6 | 4.9 | 4.7 | 6.1 | 6.3 | 6.8 | 7.0 | 6.5 | 6.4 | 6.5 | 6.5 |

## WEEK 2 — DAY MON.-FRI. JAN.5-9, 1981

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,770 | | | | 6,850 | | 7,240 | | 9,960 | | | | 9,880 | | | |
| TOTAL AUDIENCE (%) | 8.7 | | | | 8.8 | | 9.3 | | 12.8 | | | | 12.7 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,900 | | | | 5,680 | | 6,070 | | 7,860 | | | | 7,700 | | | |
| AVERAGE AUDIENCE (%) | 6.3 | 5.8* | | 6.7* | 7.3 | | 7.8 | | 10.1 | 9.6* | | 10.4* | 9.9 | 9.7* | | 10.1* |
| SHARE OF AUDIENCE % | 26 | 24 * | | 26 * | 26 | | 28 | | 34 | 32 * | | 35 * | 33 | 33 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 5.6 | 6.0 | 6.5 | 6.9 | 7.0 | 7.7 | 7.7 | 7.9 | 9.3 | 9.9 | 10.4 | 10.4 | 9.6 | 9.8 | 9.9 | 10.3 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,220 | | 7,160 | | | | 5,990 | | 8,090 | | | | 7,700 | | | |
| TOTAL AUDIENCE (%) | 8.0 | | 9.2 | | | | 7.7 | | 10.4 | | | | 9.9 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,520 | | 6,300 | | | | 4,900 | | 6,460 | | | | 6,150 | | | |
| AVERAGE AUDIENCE (%) | 7.1 | | 8.1 | | | | 6.3 | | 8.3 | 8.2* | | 8.4* | 7.9 | 7.7* | | 8.1* |
| SHARE OF AUDIENCE % | 30 | | 32 | | | | 23 | | 28 | 28 * | | 28 * | 26 | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 6.8 | 7.3 | 8.0 | 8.2 | | | 6.3 | 6.4 | 8.0 | 8.4 | 8.4 | 8.5 | 7.7 | 7.8 | 8.1 | 8.2 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 4,750 | | 4,280 | | 2,960 | | 4,050 | | 6,540 | | | | 6,070 | | | |
| TOTAL AUDIENCE (%) | 6.1 | | 5.5 | | 3.8 | | 5.2 | | 8.4 | | | | 7.8 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,200 | | 3,730 | | 2,490 | | 3,500 | | 5,060 | | | | 4,750 | | | |
| AVERAGE AUDIENCE (%) | 5.4 | | 4.8 | | 3.2 | | 4.5 | | 6.5 | 6.4* | | 6.5* | 6.1 | 6.2* | | 5.9* |
| SHARE OF AUDIENCE % | 23 | | 19 | | 11 | | 16 | | 22 | 22 * | | 22 * | 20 | 21 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 5.4 | 5.5 | 4.7 | 4.9 | 3.2 | 3.2 | 4.5 | 4.6 | 6.4 | 6.4 | 6.4 | 6.6 | 6.2 | 6.1 | 6.1 | 5.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 32.3 | 33.6 | 34.3 | 35.2 | 35.8 | 36.4 | 35.2 | 36.0 | 36.9 | 37.3 | 37.1 | 38.0 | 37.4 | 38.0 | 38.2 | 38.7 |
| WK. 2 | 23.3 | 24.3 | 25.4 | 26.4 | 28.2 | 29.1 | 27.9 | 28.6 | 29.3 | 29.8 | 29.5 | 29.7 | 29.4 | 30.0 | 30.5 | 31.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES DAY MON.-FRI. DEC.29, 1980-JAN.2, 1981

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 ABC TV | TOTAL AUDIENCE (Households (000) & %) | 12,990<br>16.7 | | | | 5,370<br>6.9 | | | | | | | | | | 12,290<br>15.8 | |
| | | GENERAL HOSPITAL (MTUWF)(SUS-OP)(S)(OP) | | | | EDGE OF NIGHT (MTUWF)(S)(OP) | | | | (S)(OP) | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 10,580<br>13.6 | 13.3* | | 13.9* | 4,590<br>5.9 | | | | | | | | | | 10,890<br>14.0 | |
| | SHARE OF AUDIENCE % | 37 | 37 * | | 37 * | 16 | | | | | | | | | | 23 | |
| | AVG. AUD. BY ¼ HR. % | 13.0 | 13.5 | 14.0 | 13.8 | 6.2 | 5.7 | | | | | | | | | 13.8 | 14.2 |
| WEEK 1 CBS TV | TOTAL AUDIENCE (Households (000) & %) | 9,020<br>11.6 | | | | 5,370<br>6.9 | | | | | | | | | | 13,540<br>17.4 | |
| | | GUIDING LIGHT (M-W)(S)(OP) | | | | ONE DAY AT A TIME-M-F (M-W)(S)(OP) | | | | (S)(OP) | | | | | | CBS EVENING NEWS-CRONKITE | |
| | AVERAGE AUDIENCE (Households (000) & %) | 7,390<br>9.5 | 9.5* | | 9.5* | 4,670<br>6.0 | | | | | | | | | | 12,210<br>15.7 | |
| | SHARE OF AUDIENCE % | 26 | 27 * | | 25 * | 16 | | | | | | | | | | 26 | |
| | AVG. AUD. BY ¼ HR. % | 9.5 | 9.5 | 9.4 | 9.6 | 5.8 | 6.2 | | | | | | | | | 15.4 | 16.0 |
| WEEK 1 NBC TV | TOTAL AUDIENCE (Households (000) & %) | 6,690<br>8.6 | | | | | | | | | | | | | | 12,060<br>15.5 | |
| | | TEXAS | | | | | | | | (S)(OP) | | | | | | NBC NIGHTLY NEWS (MTUWF)(S)(OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,210<br>6.7 | 6.4* | | 6.9* | | | | | | | | | | | 10,810<br>13.9 | |
| | SHARE OF AUDIENCE % | 17 | 16 * | | 17 * | | | | | | | | | | | 23 | |
| | AVG. AUD. BY ¼ HR. % | 6.3 | 6.5 | 6.8 | 7.1 | | | | | | | | | | | 13.7 | 14.2 |
| WEEK 2 ABC TV | TOTAL AUDIENCE (Households (000) & %) | 11,980<br>15.4 | | | | 4,590<br>5.9 | | | | | | | | | | 12,140<br>15.6 | |
| | | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | (S)(OP) | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 9,490<br>12.2 | 11.7* | | 12.7* | 4,120<br>5.3 | | | | | | | | | | 10,740<br>13.8 | |
| | SHARE OF AUDIENCE % | 37 | 36 * | | 37 * | 15 | | | | | | | | | | 22 | |
| | AVG. AUD. BY ¼ HR. % | 11.4 | 12.1 | 12.6 | 12.8 | 5.4 | 5.3 | | | | | | | | | 13.5 | 14.1 |
| WEEK 2 CBS TV | TOTAL AUDIENCE (Households (000) & %) | 7,940<br>10.2 | | | | 4,360<br>5.6 | | | | | | | | | | 14,390<br>18.5 | |
| | | GUIDING LIGHT (OP) | | | | ONE DAY AT A TIME-M-F (MWTHF)(S)(OP) | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,460<br>8.3 | 8.3* | | 8.3* | 3,580<br>4.6 | | | | | | | | | | 12,910<br>16.6 | |
| | SHARE OF AUDIENCE % | 25 | 26 * | | 24 * | 13 | | | | | | | | | | 26 | |
| | AVG. AUD. BY ¼ HR. % | 8.3 | 8.3 | 8.4 | 8.2 | 4.3 | 4.9 | | | | | | | | | 16.5 | 16.6 |
| WEEK 2 NBC TV | TOTAL AUDIENCE (Households (000) & %) | 5,520<br>7.1 | | | | | | | | | | | | | | 12,910<br>16.6 | |
| | | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,200<br>5.4 | 5.2* | | 5.7* | | | | | | | | | | | 11,590<br>14.9 | |
| | SHARE OF AUDIENCE % | 16 | 16 * | | 16 * | | | | | | | | | | | 24 | |
| | AVG. AUD. BY ¼ HR. % | 5.2 | 5.2 | 5.6 | 5.8 | | | | | | | | | | | 14.6 | 15.2 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 38.5 | 39.4 | 40.0 | 41.0 | 40.4 | 41.4 | 42.3 | 43.9 | 45.7 | 47.5 | 49.2 | 52.0 | 55.7 | 57.7 | 59.0 | 60.7 |
| | WK. 2 | 31.8 | 33.4 | 34.7 | 36.2 | 35.8 | 37.8 | 39.3 | 41.8 | 43.8 | 46.2 | 48.6 | 52.3 | 56.6 | 59.8 | 61.4 | 62.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.5-9, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.3, 1981

## WEEK 1

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 1,560<br>2.0 | | 2,800<br>3.6 | | 4,590<br>5.9 | | 6,220<br>8.0 | | 7,940<br>10.2 | | 8,480<br>10.9 | |
| Program | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,320<br>1.7 | | 2,260<br>2.9 | | 3,890<br>5.0 | | 5,600<br>7.2 | | 7,000<br>9.0 | | 7,390<br>9.5 | |
| SHARE OF AUDIENCE % | 19 | | 22 | | 25 | | 29 | | 32 | | 32 | |
| AVG. AUD. BY ¼ HR. % | 1.4 | 1.9 | 2.7 | 3.1 | 4.4 | 5.5 | 6.8 | 7.7 | 8.6 | 9.4 | 9.2 | 9.7 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 2,330<br>3.0 | | 4,280<br>5.5 | | 5,990<br>7.7 | | 7,080<br>9.1 | | 7,550<br>9.7 | | 7,310<br>9.4 | |
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,710<br>2.2 | | 3,110<br>4.0 | | 4,820<br>6.2 | | 6,300<br>8.1 | | 6,460<br>8.3 | | 5,910<br>7.6 | |
| SHARE OF AUDIENCE % | 22 | | 29 | | 31 | | 31 | | 29 | | 25 | |
| AVG. AUD. BY ¼ HR. % | 2.0 | 2.4 | 3.1 | 4.8 | 5.6 | 6.9 | 8.1 | 8.1 | 8.2 | 8.4 | 7.8 | 7.4 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 1,710<br>2.2 | | 2,720<br>3.5 | | 3,110<br>4.0 | | 3,730<br>4.8 | | 5,130<br>6.6 | | 5,680<br>7.3 | |
| Program | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,240<br>1.6 | | 2,020<br>2.6 | | 2,650<br>3.4 | | 3,190<br>4.1 | | 4,120<br>5.3 | | 4,510<br>5.8 | |
| SHARE OF AUDIENCE % | 18 | | 20 | | 18 | | 17 | | 20 | | 21 | |
| AVG. AUD. BY ¼ HR. % | 1.4 | 1.9 | 2.3 | 2.9 | 3.0 | 3.8 | 4.0 | 4.1 | 5.1 | 5.6 | 5.8 | 5.8 |

## WEEK 2

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,110<br>4.0 | | 4,590<br>5.9 | | 5,990<br>7.7 | | 6,460<br>8.3 | | 7,780<br>10.0 | | 8,400<br>10.8 | |
| Program | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,410<br>3.1 | | 3,810<br>4.9 | | 5,130<br>6.6 | | 5,910<br>7.6 | | 6,920<br>8.9 | | 7,550<br>9.7 | |
| SHARE OF AUDIENCE % | 29 | | 31 | | 31 | | 30 | | 32 | | 35 | |
| AVG. AUD. BY ¼ HR. % | 2.6 | 3.6 | 4.4 | 5.5 | 6.3 | 6.9 | 7.3 | 7.9 | 8.8 | 9.0 | 9.8 | 9.6 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,110<br>4.0 | | 5,290<br>6.8 | | 6,920<br>8.9 | | 8,560<br>11.0 | | 8,640<br>11.1 | | 6,850<br>8.8 | |
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,490<br>3.2 | | 4,280<br>5.5 | | 5,840<br>7.5 | | 7,080<br>9.1 | | 7,620<br>9.8 | | 5,990<br>7.7 | |
| SHARE OF AUDIENCE % | 25 | | 32 | | 35 | | 36 | | 35 | | 27 | |
| AVG. AUD. BY ¼ HR. % | 2.8 | 3.6 | 5.3 | 5.8 | 7.1 | 8.0 | 8.6 | 9.7 | 9.9 | 9.8 | 7.6 | 7.8 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 2,260<br>2.9 | | 3,110<br>4.0 | | 3,420<br>4.4 | | 4,120<br>5.3 | | 4,120<br>5.3 | | 5,060<br>6.5 | |
| Program | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,560<br>2.0 | | 2,260<br>2.9 | | 2,720<br>3.5 | | 3,500<br>4.5 | | 3,500<br>4.5 | | 4,050<br>5.2 | |
| SHARE OF AUDIENCE % | 19 | | 18 | | 16 | | 18 | | 16 | | 19 | |
| AVG. AUD. BY ¼ HR. % | 1.8 | 2.2 | 2.8 | 3.0 | 3.3 | 3.6 | 4.4 | 4.7 | 4.5 | 4.5 | 5.0 | 5.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 4.7 | 5.2 | 5.6 | 7.2 | 9.2 | 10.7 | 12.3 | 15.2 | 18.5 | 21.9 | 24.2 | 25.3 | 26.7 | 29.1 | 30.2 | 30.0 |
| WK. 2 | 4.6 | 5.5 | 7.1 | 8.7 | 11.3 | 14.0 | 16.5 | 18.1 | 20.5 | 22.3 | 24.2 | 26.4 | 27.5 | 28.4 | 27.8 | 28.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JAN.10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 3, 1981

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,620 | | 7,940 | | 5,910 | | 6,690 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 9.8 | | 10.2 | | 7.6 | | 8.6 | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS ARTHUR THE KID | | ← AMERICAN BANDSTAND '81 → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,150 | | 6,460 | | 4,900 | | 4,360 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.9 | | 8.3 | | 6.3 | | 5.6 | 5.8* | | 5.3* | | | | | | |
| SHARE OF AUDIENCE % | 28 | | 28 | | 18 | | 15 | 16 * | | 13 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.4 | 8.4 | 8.5 | 8.2 | 6.4 | 6.2 | 5.6 | 5.9 | 5.7 | 5.0 | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,550 | | 7,550 | | 9,960 | | 31,350 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 9.7 | | 9.7 | | 12.8 | | 40.3 | | | | | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | CBS NFL TODAY-SAT. | | ← CBS NFL PLAYOFF-SAT. MINNESOTA VS PHILADELPHIA (12:30-4:03PM) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,990 | | 5,990 | | 8,010 | | 18,750 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.7 | | 7.7 | | 10.3 | | 24.1 | 16.4* | | 20.9* | | 24.8* | | 24.6* | | 25.9* |
| SHARE OF AUDIENCE % | 25 | | 23 | | 31 | | 57 | 46 * | | 53 * | | 59 * | | 57 * | | 58 * |
| AVG. AUD. BY ¼ HR. % | 8.0 | 7.4 | 7.3 | 8.0 | 9.6 | 11.0 | 15.4 | 17.3 | 20.1 | 21.8 | 24.5 | 25.2 | 25.4 | 23.8 | 25.4 | 26.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 6,300 | | 6,460 | | 7,080 | | 5,450 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 8.1 | | 8.3 | | 9.1 | | 7.0 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,520 | | 5,600 | | 6,150 | | 4,360 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.1 | | 7.2 | | 7.9 | | 5.6 | | | | | | | | | |
| SHARE OF AUDIENCE % | 24 | | 22 | | 23 | | 15 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.9 | 7.2 | 6.9 | 7.4 | 7.9 | 7.8 | 5.9 | 5.2 | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,620 | | 6,850 | | 6,380 | | 7,000 | | | | | | | | 10,270 | |
| TOTAL AUDIENCE (%) | 9.8 | | 8.8 | | 8.2 | | 9.0 | | | | | | | | 13.2 | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY | | ← AMERICAN BANDSTAND '81 → | | | | | | | | PRO BOWLERS TOUR | |
| AVERAGE AUDIENCE (Households (000)) | 6,150 | | 5,840 | | 5,450 | | 4,670 | | | | | | | | 5,680 | |
| AVERAGE AUDIENCE (%) | 7.9 | | 7.5 | | 7.0 | | 6.0 | 5.5* | | 6.6* | | | | | 7.3 | 6.7* |
| SHARE OF AUDIENCE % | 27 | | 26 | | 23 | | 20 | 18 * | | 21 * | | | | | 19 | 19 * |
| AVG. AUD. BY ¼ HR. % | 7.9 | 8.0 | 7.6 | 7.4 | 6.9 | 7.0 | 5.0 | 5.9 | 6.7 | 6.5 | | | | | 6.6 | 6.9 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,390 | | 7,000 | | 7,780 | | 6,220 | | 6,770 | | 4,900 | | | | | |
| TOTAL AUDIENCE (%) | 9.5 | | 9.0 | | 10.0 | | 8.0 | | 8.7 | | 6.3 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,220 | | 5,990 | | 6,610 | | 5,520 | | 5,760 | | 4,120 | | | | | |
| AVERAGE AUDIENCE (%) | 8.0 | | 7.7 | | 8.5 | | 7.1 | | 7.4 | | 5.3 | | | | | |
| SHARE OF AUDIENCE % | 26 | | 26 | | 26 | | 24 | | 24 | | 16 | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.2 | 7.7 | 7.6 | 7.8 | 8.3 | 8.7 | 7.1 | 7.1 | 7.3 | 7.5 | 5.4 | 5.1 | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 5,370 | | 5,060 | | 4,750 | | 3,420 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 6.9 | | 6.5 | | 6.1 | | 4.4 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,120 | | 4,360 | | 4,120 | | 2,800 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 5.3 | | 5.6 | | 5.3 | | 3.6 | | | | | | | | | |
| SHARE OF AUDIENCE % | 18 | | 19 | | 17 | | 12 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.2 | 5.4 | 5.5 | 5.6 | 5.4 | 5.2 | 3.5 | 3.6 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 30.6 | 30.9 | 31.8 | 33.2 | 34.1 | 34.7 | 36.4 | 37.7 | 39.5 | 40.5 | 41.4 | 42.4 | 43.4 | 43.6 | 44.2 | 45.0 |
| WK. 2 | 28.6 | 29.2 | 29.2 | 29.8 | 30.7 | 31.5 | 30.2 | 31.1 | 31.2 | 31.8 | 30.8 | 30.9 | 32.0 | 34.4 | 34.0 | 34.6 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JAN. 10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 3, 1981

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **CBS TV** | CBS NFL PLAYOFF-SAT. MINNESOTA VS PHILADELPHIA (12:30-4:03PM)(+OP) | | | | CBS NFL POST-SAT (4:03-4:18PM) (OP) | | | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 12,910<br>16.6 | | | | | | | | | | 10,660<br>13.7 | |
| AVERAGE AUDIENCE (Households (000) & %) | | 28.0* | | 28.0* | 12,290<br>15.8 | | | | | | | | | | 9,180<br>11.8 | |
| SHARE OF AUDIENCE % | | 61 * | | 60 * | 34 | | | | | | | | | | 19 | |
| AVG. AUD. BY ¼ HR. % | 27.7 | 28.4 | 28.7 | 27.3 | 16.5 | 13.0 | | | | | | | | | 11.7 | 12.0 |
| **NBC TV** | | | NFL '80-SAT | | NFL PLAYOFF GAME-SAT BUFFALO VS SAN DIEGO (4:00-7:06PM) | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,050<br>5.2 | | 33,300<br>42.8 | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,720<br>3.5 | | 18,520<br>23.8 | 15.9* | | 23.2* | | 25.0* | | 24.3* | | 26.2* | | 27.5* |
| SHARE OF AUDIENCE % | | | 8 | | 46 | 34 * | | 49 * | | 50 * | | 48 * | | 47 * | | 46 * |
| AVG. AUD. BY ¼ HR. % | | | 3.0 | 3.9 | 12.4 | 19.4 | 22.5 | 23.9 | 25.0 | 25.0 | 23.6 | 24.9 | 26.0 | 26.5 | 27.2 | 27.8 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | PRO BOWLERS TOUR | | | | ABC WIDE WORLD-SPORTS SAT | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 19,920<br>25.6 | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.3* | | 8.0* | 7,390<br>9.5 | 8.3* | | 9.2* | | 9.4* | | 9.5* | | 10.4* | | 10.5* |
| SHARE OF AUDIENCE % | | 19 * | | 20 * | 21 | 22 * | | 23 * | | 23 * | | 22 * | | 22 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 7.3 | 7.2 | 7.7 | 8.4 | 8.3 | 8.3 | 9.1 | 9.3 | 9.7 | 9.0 | 9.2 | 9.8 | 10.4 | 10.4 | 10.8 | 10.3 |
| **CBS TV** | CBS SPORTS SPEC. SP. ED. EAST-WEST SHRINE GAME (3:00-6:11PM) | | | | | | | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| TOTAL AUDIENCE (Households (000) & %) | 16,650<br>21.4 | | | | | | | | | | | | | | 10,810<br>13.9 | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,990<br>7.7 | 7.3* | | 8.5* | | 7.6* | | 6.3* | | 7.5* | | 9.0* | | | 9,410<br>12.1 | |
| SHARE OF AUDIENCE % | 19 | 21 * | | 23 * | | 20 * | | 16 * | | 18 * | | 21 * | | | 21 | |
| AVG. AUD. BY ¼ HR. % | 6.8 | 7.8 | 8.5 | 8.6 | 8.1 | 7.1 | 6.2 | 6.3 | 7.0 | 7.9 | 9.2 | 8.7 | 8.4 | | 11.2 | 13.0 |
| **NBC TV** | | | NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES (3:30-5:35PM) | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| TOTAL AUDIENCE (Households (000) & %) | | | 8,710<br>11.2 | | | | | | | | | | | | 9,960<br>12.8 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,890<br>5.0 | 4.5* | | 4.7* | | 5.2* | | 5.8* | | | | | 8,710<br>11.2 | |
| SHARE OF AUDIENCE % | | | 13 | 12 * | | 12 * | | 13 * | | 13 * | | | | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 4.3 | 4.7 | 4.6 | 4.8 | 4.6 | 5.8 | 5.6 | 6.0 | | | | | 10.9 | 11.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 46.6 | 47.5 | 47.9 | 48.0 | 48.1 | 48.4 | 49.6 | 49.7 | 51.6 | 52.5 | 53.3 | 54.9 | 57.6 | 59.3 | 61.2 | 62.8 |
| WK. 2 | 34.8 | 36.3 | 36.9 | 38.1 | 38.8 | 39.7 | 40.6 | 42.6 | 43.7 | 45.4 | 46.5 | 48.7 | 51.7 | 54.4 | 57.8 | 58.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JAN. 10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.4, 1981

## WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 3,110<br>4.0<br>KIDS ARE PEOPLE TOO ! | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 2,570<br>3.3 | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | 12 | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | 3.1 | 3.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | 860<br>1.1<br>THREE ROBONIC STOOGES (OP) | | 540<br>.7<br>JASON OF STAR COMMAND (OP) | | 6,460<br>8.3<br>← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | 620<br>.8 | | 470<br>.6 | | 3,890<br>5.0 | 4.5* | | 5.3* | | 5.1* | | |
| SHARE OF AUDIENCE | % | | | | | 12 | | 6 | | 25 | 30 * | | 26 * | | 21 * | | |
| AVG. AUD. BY ¼ HR. | % | | | | | .9 | .8 | .5 | .6 | 4.1 | 4.9 | 5.5 | 5.2 | 5.1 | 5.1 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 3,660<br>4.7<br>KIDS ARE PEOPLE TOO ! (10:30-11:05AM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 3,030<br>3.9 | 4.0* |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | 14 | 15 * |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | 3.8 | 4.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | 860<br>1.1<br>THREE ROBONIC STOOGES (OP) | | 540<br>.7<br>JASON OF STAR COMMAND (OP) | | 6,460<br>8.3<br>← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | 780<br>1.0 | | 540<br>.7 | | 3,890<br>5.0 | 4.1* | | 5.4* | | 5.4* | | |
| SHARE OF AUDIENCE | % | | | | | 13 | | 6 | | 24 | 24 * | | 26 * | | 22 * | | |
| AVG. AUD. BY ¼ HR. | % | | | | | .9 | 1.0 | .6 | .7 | 3.5 | 4.7 | 5.3 | 5.4 | 5.3 | 5.5 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 2.9 | 3.1 | 3.9 | 4.9 | 6.4 | 8.5 | 11.2 | 13.4 | 15.9 | 18.5 | 20.4 | 22.9 | 24.9 | 27.2 | 26.9 | 26.5 |
| | WK. 2 | 3.5 | 3.8 | 4.5 | 5.6 | 8.0 | 10.1 | 12.2 | 14.7 | 17.1 | 19.3 | 21.3 | 22.9 | 24.8 | 27.0 | 27.4 | 27.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. JAN.11, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.4, 1981

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | { | 3,190<br>4.1 | | 2,720<br>3.5 | | 4,120<br>5.3 | | | | | | | | | | | |
| | | KIDS ARE PEOPLE TOO II (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | { | 2,800<br>3.6 | | 2,100<br>2.7 | | 3,030<br>3.9 | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 13 | | 9 | | 11 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 3.6 | 3.6 | 2.5 | 2.9 | 4.3 | 3.5 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | { | | | 4,050<br>5.2 | | | | | | | | | | | | | |
| | | | | FACE THE NATION | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | { | | | 3,190<br>4.1 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 15 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 3.9 | 4.3 | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | { | | | 3,190<br>4.1 | | 10,580<br>13.6 | | 34,930<br>44.9 | | | | | | | | | |
| | | | | MEET THE PRESS | | NFL '80-SUN | | ← | | | | NFL PLAYOFF GM-SUN OAKLAND VS CLEVELAND (12:30-3:50PM) | | → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | { | | | 2,260<br>2.9 | | 8,250<br>10.6 | | 22,720<br>29.2 | 19.9* | | 26.4* | | 29.7* | | 30.9* | | 32.4* |
| SHARE OF AUDIENCE | % | | | 11 | | 33 | | 61 | 52 * | | 60 * | | 63 * | | 64 * | | 64 * |
| AVG. AUD. BY ¼ HR. | % | | | 2.7 | 3.1 | 9.0 | 12.2 | 18.4 | 21.4 | 25.0 | 27.8 | 29.5 | 29.8 | 29.9 | 31.9 | 32.4 | 32.4 |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | { | 3,420<br>4.4 | | 2,410<br>3.1 | | 3,500<br>4.5 | | | | | | | | | | | |
| | | KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | { | 3,030<br>3.9 | | 2,180<br>2.8 | | 2,650<br>3.4 | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 13 | | 9 | | 10 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 3.6 | 4.1 | 2.7 | 2.9 | 3.4 | 3.3 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | { | | | 3,730<br>4.8 | | | | 15,330<br>19.7 | | 37,730<br>48.5 | | | | | | | |
| | | | | FACE THE NATION | | | | CBS NFL CHAMPIONSHIP PRE | | ← | | | CBS NFL CHAMPIONSHIP GAME DALLAS VS PHILADELPHIA (1:00-4:12PM) | | | → | |
| AVERAGE AUDIENCE (Households (000) & %) | { | | | 3,190<br>4.1 | | | | 11,980<br>15.4 | | 27,150<br>34.9 | 28.9* | | 33.3* | | 35.4* | | 34.7* |
| SHARE OF AUDIENCE | % | | | 15 | | | | 44 | | 67 | 65 * | | 69 * | | 68 * | | 66 * |
| AVG. AUD. BY ¼ HR. | % | | | 4.0 | 4.2 | | | 12.8 | 17.9 | 26.5 | 31.3 | 33.0 | 33.5 | 35.3 | 35.5 | 34.4 | 35.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | { | | | | | 5,290<br>6.8 | | | | | | | | | | | |
| | | | | | | MEET THE PRESS | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | { | | | | | 4,510<br>5.8 | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | 19 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | 5.5 | 6.1 | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 27.3 | 27.8 | 28.3 | 29.9 | 33.1 | 36.1 | 39.6 | 41.2 | 43.3 | 45.9 | 47.3 | 48.5 | 48.7 | 50.2 | 51.1 | 51.8 |
| | WK. 2 | 28.5 | 29.8 | 30.1 | 30.8 | 32.2 | 33.9 | 36.6 | 40.5 | 45.0 | 47.2 | 48.3 | 49.8 | 52.1 | 53.1 | 53.9 | 55.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. JAN.11, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.4, 1981

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 8,400<br>10.8 | |
| ABC TV program | | | | | | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 7,240<br>9.3 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 9.0 | 9.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 17,120<br>22.0 | | 41,230<br>53.0 | | | | | | | | | | | |
| CBS TV program | | | CBS NFL PLAYOFF PRE | | CBS NFL PLAYOFF GAME DALLAS VS ATLANTA (4:00-7:14PM) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 9,100<br>11.7 | | 27,070<br>34.8 | 29.4* | | 33.2* | | 34.6* | | 34.2* | | 36.4* | | 37.1* |
| SHARE OF AUDIENCE % | | | 22 | | 59 | 56 * | | 61 * | | 60 * | | 57 * | | 58 * | | 56 * |
| AVG. AUD. BY ¼ HR. % | | | 4.7 | 18.8 | 27.7 | 31.1 | 33.1 | 33.4 | 34.3 | 34.8 | 34.2 | 34.2 | 36.1 | 36.7 | 36.9 | 37.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 10,890<br>14.0 | | | | | | | | | | | 7,780<br>10.0 | |
| NBC TV program | NFL PLAYOFF GM-SUN OAKLAND VS CLEVELAND (12:30-3:50PM)(+OP) | | | NFL PLAYOFF POST-SU (3:50-4:04PM)(OP) | | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 34.0* | | 10,040<br>12.9 | | | | | | | | | | | 6,610<br>8.5 | |
| SHARE OF AUDIENCE % | | 64 * | | 25 | | | | | | | | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | 33.7 | 34.3 | 35.1 | 13.9 | 10.4 | | | | | | | | | | 8.2 | 8.8 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ***ABC TV*** *TOTAL AUDIENCE* (Households (000) & %) | | | | | | | | | | | | | | | 7,780<br>10.0 | |
| ABC TV program | | | | | | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 6,610<br>8.5 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 8.3 | 8.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 25,830<br>33.2 | | | | | | | | | | 10,740<br>13.8 | |
| CBS TV program | CBS NFL CHAMPIONSHIP GAME DALLAS VS PHILADELPHIA (1:00-4:12PM)(+OP) | | | | | CBS NFL CHAMPIONSHIP POST (4:12-4:48PM)(OP) | | | | | | | | | CBS EVENING NEWS-DEAN | |
| AVERAGE AUDIENCE (Households (000) & %) | | 36.9* | | 38.5* | 19,990<br>25.7 | | | | | | | | | | 9,020<br>11.6 | |
| SHARE OF AUDIENCE % | | 67 * | | 67 * | 48 | | | | | | | | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 36.8 | 37.1 | 38.1 | 38.9 | 33.0 | 28.8 | 22.8 | 18.0 | | | | | | | 10.4 | 12.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 19,990<br>25.7 | | 39,680<br>51.0 | | | | | | | |
| NBC TV program | | | | | | | NFL '80-SUN. | | NFL PLAYOFF GM-SUN. OAKLAND VS SAN DIEGO (5:00-8:36PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 13,620<br>17.5 | | 24,510<br>31.5 | 29.8* | | 32.8* | | 33.3* | | 31.9* |
| SHARE OF AUDIENCE % | | | | | | | 33 | | 49 | 54 * | | 56 * | | 53 * | | 50 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 12.9 | 22.0 | 29.1 | 30.5 | 32.2 | 33.3 | 33.4 | 33.3 | 32.7 | 31.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 53.4 | 53.7 | 54.9 | 53.4 | 53.4 | 53.0 | 53.1 | 54.1 | 56.3 | 59.0 | 60.4 | 62.0 | 64.2 | 65.7 | 67.3 | 69.5 |
| WK. 2 | 55.6 | 56.5 | 57.3 | 58.0 | 57.4 | 55.9 | 55.4 | 55.9 | 57.0 | 57.9 | 59.2 | 61.3 | 63.8 | 64.4 | 65.0 | 65.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. JAN.11, 1981

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC GATOR BOWL FOOTBALL GAME(S) | 1 | 9.00-12.08AM | →GRID | 23,420 | 30.1 | 11,510 | 14.8 | 25 | | | | | | | | | |
| | | | 11.00 | | | | | | 15.6 | | | | | | | | |
| | | | 11.15 | | | | 14.7* | 27* | 13.8 | | | | | | | | |
| | | | 11.30 | | | | | | 13.3 | | | | | | | | |
| | | | 11.45 | | | | 12.2* | 28* | 11.0 | | | | | | | | |
| | | | 12.00 | | | | | | 9.5 | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| ABC SPECIAL REPORT(SUS) | 2 | 9.16- 9.18PM | 9.15 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| NBC ORANGE BOWL GAME(S) | 1 | 8.09-11.36PM | →GRID | 32,290 | 41.5 | 18,750 | 24.1 | 38 | | | | | | | | | |
| | | | 11.00 | | | | | | 25.6 | | | | | | | | |
| | | | 11.15 | | | | 25.9* | 46* | 26.2 | | | | | | | | |
| | | | 11.30 | | | | | | 24.4 | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 19,840 | 25.5 | 19,840 | 25.5 | 40 | 25.5 | | 20,230 | 26.0 | 20,230 | 26.0 | 41 | 26.0 | |
| CBS NEWSBREAK-SAT. | | 8.58- 8.59PM | 8.45 | 11,900 | 15.3 | 11,900 | 15.3 | 24 | 15.3 | | 10,500 | 13.5 | 10,500 | 13.5 | 22 | 13.5 | |
| NBC NBC NEWS UPDATE-SAT. | | 8.58- 8.59PM | 8.45 | 13,380 | 17.2 | 13,380 | 17.2 | 27 | 17.2 | | 12,370 | 15.9 | 12,370 | 15.9 | 25 | 15.9 | |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | | 8.58- 8.59PM | 8.45 | 13,460 | 17.3 | 13,460 | 17.3 | 24 | 17.3 | | 14,080 | 18.1 | 14,080 | 18.1 | 25 | 18.1 | |
| ABC SUNDAY NIGHT MOVIE FILL(SUS) | 2 | 10.56-11.00PM | 10.45 | | | | | | | | | | | | | | |
| CBS CBS NFL PLAYOFF POST(S) | 1 | 7.14- 7.24PM | 7.00 | 27,620 | 35.5 | 28,090 | 36.1 | 55 | 40.8 | | | | | | | | |
| | | | 7.15 | | | | | | 35.6 | | | | | | | | |
| CBS 60 MINUTES | 1 | 7.24- 8.24PM | →GRID | 33,450 | 43.0 | 26,220 | 33.7 | 48 | | | | | | | | | |
| | | | 8.15 | | | | 33.2* | 47* | 31.9 | | | | | | | | |
| CBS ARCHIE BUNKER'S PLACE | 1 | 8.24- 8.54PM | →GRID | 20,460 | 26.3 | 19,220 | 24.7 | 34 | | | | | | | | | |
| | | | 8.45 | | | | | | 24.0 | | | | | | | | |
| CBS NEWSBREAK-SUN. | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 17,660 | 22.7 | 17,660 | 22.7 | 32 | 22.7 | |
| CBS ONE DAY AT A TIME | 1 | 8.54- 9.24PM | →GRID | 20,070 | 25.8 | 17,820 | 22.9 | 32 | | | | | | | | | |
| | | | 9.15 | | | | | | 23.3 | | | | | | | | |
| CBS ALICE | 1 | 9.24- 9.54PM | →GRID | 19,450 | 25.0 | 17,820 | 22.9 | 31 | | | | | | | | | |
| | | | 9.45 | | | | | | 22.8 | | | | | | | | |
| CBS NEWSBREAK-SUN. | 1 | 9.22- 9.23PM | 9.15 | 16,100 | 20.7 | 16,100 | 20.7 | 28 | 20.7 | | | | | | | | |
| CBS JEFFERSONS | 1 | 9.54-10.24PM | →GRID | 18,520 | 23.8 | 16,960 | 21.8 | 31 | | | | | | | | | |
| | | | 10.15 | | | | | | 22.3 | | | | | | | | |
| CBS TRAPPER JOHN, M.D. | 1 | 10.24-11.24PM | →GRID | 18,280 | 23.5 | 14,550 | 18.7 | 30 | | | | | | | | | |
| | | | 11.15 | | | | 19.2* | 34* | 18.4 | | | | | | | | |
| NBC NFL PLAYOFF GM-SUN.(S) | 2 | 5.00- 8.36PM | →GRID | | | | | | | | 39,680 | 51.0 | 24,510 | 31.5 | 49 | | |
| | | | 8.30 | | | | | | | | | | | | | 22.1 | |
| NBC CHIPS | 2 | 8.36- 9.36PM | →GRID | | | | | | | | 21,550 | 27.7 | 14,860 | 19.1 | 27 | | |
| | | | 9.30 | | | | | | | | | | | | | 20.9 | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.58- 8.59PM | 8.45 | 16,340 | 21.0 | 16,340 | 21.0 | 29 | 21.0 | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | |

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-SUN.-CONT'D | 2 | 9.34- 9.35PM | 9.30 | | | | | | | | 14,160 | 18.2 | 14,160 | 18.2 | 25 | 18.2 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | > | 8.45 | 11,900 | 15.3 | 11,900 | 15.3 | 24 | 16.7 | M-F | 14,160 | 18.2 | 13,850 | 17.8 | 26 | 16.7 | M-F |
| | | | 9.15 | | | | | | 16.0 | THU. | | | | | | | |
| | | | 9.45 | | | | | | 13.7 | TU & W | | | | | | 18.7 | TU-TH |
| ABC ABC NEWS:NIGHTLINE M-TH | 2 | 11.30-12.00MD | 11.30 | | | | | | | | 8,250 | 10.6 | 6,770 | 8.7 | 25 | 9.5 | M-TH |
| | | | 11.45 | | | | | | | | | | | | | 7.9 | M-TH |
| ABC ABC NEWS:NIGHTLINE T-TH | 1 | > | 11.30 | 7,080 | 9.1 | 5,910 | 7.6 | 19 | 8.3 | TU&TH | | | | | | | |
| | | | 11.45 | | | | | | 7.1 | TU&TH | | | | | | | |
| ABC FRIDAYS | 1 | 11.30-12.41AM | 11.30 | 11,200 | 14.4 | 7,160 | 9.2 | 26 | 10.4 | FRI. | | | | | | | |
| | 2 | 11.30-12.40AM | 11.30 | | | | | | | | 9,730 | 12.5 | 6,070 | 7.8 | 22 | 9.9 | FRI. |
| | | | 11.45 | | | | 10.2* | 26* | 10.1 | FRI. | | | | 9.4* | 23* | 8.9 | FRI. |
| | | | 12.00 | | | | | | 9.1 | FRI. | | | | | | 7.3 | FRI. |
| | | | 12.15 | | | | 8.6* | 26* | 8.1 | FRI. | | | | 6.8* | 20* | 6.3 | FRI. |
| | | | 12.30 | | | | | | 7.9 | FRI. | | | | | | 6.1 | FRI. |
| ABC NEW YEAR'S ROCKIN EVE '81(S) | 1 | 11.30-12.30AM | 11.30 | 17,270 | 22.2 | 11,590 | 14.9 | 37 | 14.6 | WED. | | | | | | | |
| | | | 11.45 | | | | 15.5* | 37* | 16.4 | WED. | | | | | | | |
| | | | 12.00 | | | | | | 15.7 | WED. | | | | | | | |
| | | | 12.15 | | | | 14.3* | 37* | 12.9 | WED. | | | | | | | |
| | 1 | 12.30-12.59AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 1 | 1 | 11.50- 1.01AM | 11.45 | 6,770 | 8.7 | 4,120 | 5.3 | 20 | 6.2 | TUE. | | | | | | | |
| | | | 12.00 | | | | | | 5.7 | TUE. | | | | | | | |
| | | | 12.15 | | | | 5.6* | 19* | 5.4 | TUE. | | | | | | | |
| | | | 12.30 | | | | | | 4.9 | TUE. | | | | | | | |
| | | | 12.45 | | | | 4.7* | 21* | 4.6 | TUE. | | | | | | | |
| | | | 1.00 | | | | | | 4.6 | TUE. | | | | | | | |
| ABC CHARLIE'S ANGELS-11.30 | 1 | 12.00- 1.08AM | 12.00 | 6,070 | 7.8 | 4,820 | 6.2 | 22 | 5.7 | THU. | | | | | | | |
| | | | 12.15 | | | | 6.0* | 19* | 6.4 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 6.4 | THU. | | | | | | | |
| | | | 12.45 | | | | 6.4* | 25* | 6.4 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 5.8 | THU. | | | | | | | |
| ABC CHARLIE'S ANGELS-12.00 | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 6,460 | 8.3 | 3,970 | 5.1 | 22 | 5.4 | THU. |
| | | | 12.15 | | | | | | | | | | | 5.2* | 19* | 5.0 | THU. |
| | | | 12.30 | | | | | | | | | | | | | 5.0 | THU. |
| | | | 12.45 | | | | | | | | | | | 5.0* | 24* | 5.0 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 5.0 | THU. |
| ABC FANTASY ISLAND-12.00 | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 4,900 | 6.3 | 3,030 | 3.9 | 18 | 3.9 | MON. |
| | | | 12.15 | | | | | | | | | | | 3.9* | 15* | 3.9 | MON. |
| | | | 12.30 | | | | | | | | | | | | | 3.8 | MON. |
| | | | 12.45 | | | | | | | | | | | 3.9* | 20* | 4.0 | MON. |
| | | | 1.00 | | | | | | | | | | | | | 3.5 | MON. |
| ABC LOVE BOAT-12.00 | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 5,450 | 7.0 | 3,730 | 4.8 | 23 | 4.9 | WED. |
| | | | 12.15 | | | | | | | | | | | 4.8* | 19* | 4.8 | WED. |
| | | | 12.30 | | | | | | | | | | | | | 4.7 | WED. |
| | | | 12.45 | | | | | | | | | | | 4.8* | 26* | 4.9 | WED. |
| | | | 1.00 | | | | | | | | | | | | | 4.6 | WED. |

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 1 | 2 | 12.00- 1.12AM | 12.00 | | | | | | | | 7,160 | 9.2 | 4,360 | 5.6 | 25 | 6.8 | TUE. |
| | | | 12.15 | | | | | | | | | | | 6.0* | 22* | 5.3 | TUE. |
| | | | 12.30 | | | | | | | | | | | | | 5.3 | TUE. |
| | | | 12.45 | | | | | | | | | | | 5.3* | 27* | 5.2 | TUE. |
| | | | 1.00 | | | | | | | | | | | | | 5.2 | TUE. |
| ABC ABC NEWS:NIGHTLINE MON | 1 | 12.39- 1.00AM | 12.30 | 3,810 | 4.9 | 3,350 | 4.3 | 20 | 4.3 | MON. | | | | | | | |
| | | | 12.45 | | | | | | 4.2 | MON. | | | | | | | |
| ABC POLICE WOMAN | 2 | 1.08- 1.51AM | 1.00 | | | | | | | | 3,190 | 4.1 | 2,570 | 3.3 | 27 | 3.6 | WED. |
| | | | 1.15 | | | | | | | | | | | 3.5* | 26* | 3.4 | WED. |
| | | | 1.30 | | | | | | | | | | | | | 3.2 | WED. |
| | | | 1.45 | | | | | | | | | | | 3.2* | 28* | 3.2 | WED. |
| | 2 | 1.51- 2.17AM | (SUS) | | | | | | | | | | | | | | |
| ABC POLICE WOMAN-THU. | 1 | 1.08- 1.56AM | 1.00 | 4,360 | 5.6 | 3,420 | 4.4 | 25 | 4.2 | THU. | | | | | | | |
| | | | 1.15 | | | | 4.3* | 22* | 4.3 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 4.3 | THU. | | | | | | | |
| | | | 1.45 | | | | 4.4* | 27* | 4.6 | THU. | | | | | | | |
| | 1 | 1.56- 2.16AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 2 | 1 | 1.01- 1.22AM | 1.00 | 3,660 | 4.7 | 3,420 | 4.4 | 24 | 4.4 | TUE. | 3,890 | 5.0 | 3,730 | 4.8 | 34 | 5.0 | TUE. |
| | 2 | 1.12- 1.32AM | 1.00 | | | | | | | | | | | | | 4.8 | TUE. |
| | | | 1.15 | | | | | | 4.5 | TUE. | | | | | | | |
| | | | 1.30 | | | | | | | | | | | | | 4.7 | TUE. |
| | 1 | 1.22- 2.08AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.32- 2.12AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | 1 | > | 8.45 | 12,290 | 15.8 | 12,290 | 15.8 | 25 | 15.8 | M-F | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 13,850 | 17.8 | 13,850 | 17.8 | 26 | 17.8 | M-F |
| CBS HAPPY NEW YEAR, AMERICA(S) | 1 | 11.30- 1.09AM | 11.30 | 16,490 | 21.2 | 7,390 | 9.5 | 26 | 10.9 | WED. | | | | | | | |
| | | | 11.45 | | | | 11.7* | 28* | 12.4 | WED. | | | | | | | |
| | | | 12.00 | | | | | | 10.7 | WED. | | | | | | | |
| | | | 12.15 | | | | 9.6* | 25* | 8.6 | WED. | | | | | | | |
| | | | 12.30 | | | | | | 7.7 | WED. | | | | | | | |
| | | | 12.45 | | | | 7.4* | 23* | 7.2 | WED. | | | | | | | |
| | | | 1.00 | | | | | | 8.2 | WED. | | | | | | | |
| CBS LATE MOVIE I | | > | 11.30 | 9,340 | 12.0 | 6,150 | 7.9 | 24 | 8.5 | MTUTHF | 7,860 | 10.1 | 5,370 | 6.9 | 23 | 7.7 | M-F |
| | | | 11.45 | | | | 8.5* | 22* | 8.6 | MTUTHF | | | | 7.4* | 21* | 7.2 | M-F |
| | | | 12.00 | | | | | | 8.0 | MTUTHF | | | | | | 7.0 | M-F |
| | | | 12.15 | | | | 7.8* | 25* | 7.5 | MTUTHF | | | | 6.8* | 24* | 6.6 | M-F |
| | | | 12.30 | | | | | | 7.0 | MTUTHF | | | | | | 6.0 | M-F |
| | | | 12.45 | | | | | | | | | | | | | 4.9 | M-F |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,820 | 6.2 | 3,970 | 5.1 | 24 | 5.5 | MTUTHF | 4,360 | 5.6 | 3,580 | 4.6 | 26 | 5.1 | M-F |
| | | | 12.45 | | | | | | 5.4 | MTUTHF | | | | 5.9* | 29* | 4.8 | M-F |
| | | | 1.00 | | | | | | 5.0 | MTUTHF | | | | | | 4.6 | M-F |
| | | | 1.15 | | | | 4.5* | 24* | 4.6 | MTUTHF | | | | 4.3* | 27* | 4.5 | M-F |
| | | | 1.30 | | | | | | | | | | | | | 2.6 | WED. |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | > | 8.45 | 12,760 | 16.4 | 12,760 | 16.4 | 26 | 15.6 | M-F | 13,770 | 17.7 | 12,910 | 16.6 | 24 | 18.3 | M-F |
| | | | 9.00 | | | | | | | | | | | | | 15.2 | THU. |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F-CONT'D | | | 9.45 | | | | | | 19.8 | THU. | | | | | | | |
| NBC TONIGHT SHOW | | > | 11.30 | 10,110 | 13.0 | 6,300 | 8.1 | 24 | 9.7 | M-F | 10,190 | 13.1 | 6,690 | 8.6 | 27 | 9.8 | M-F |
| | | | 11.45 | | | | 9.1* | 23* | 8.4 | MTUWF | | | | 9.5* | 26* | 9.1 | M-F |
| | | | 12.00 | | | | | | 8.1 | M-F | | | | | | 8.6 | M-F |
| | | | 12.15 | | | | 7.4* | 23* | 7.0 | M-F | | | | 7.7* | 28* | 6.9 | M-F |
| | | | 12.30 | | | | | | 8.6 | THU. | | | | | | | |
| | | | 12.45 | | | | 8.2* | 31* | 7.7 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 6.7 | THU. | | | | | | | |
| NBC MIDNIGHT SPECIAL | | 12.30- 2.00AM | 12.30 | 5,210 | 6.7 | 2,570 | 3.3 | 15 | 3.7 | FRI. | 5,290 | 6.8 | 2,570 | 3.3 | 15 | 4.5 | FRI. |
| | | | 12.45 | | | | 3.6* | 14* | 3.4 | FRI. | | | | 4.2* | 16* | 3.9 | FRI. |
| | | | 1.00 | | | | | | 3.4 | FRI. | | | | | | 3.6 | FRI. |
| | | | 1.15 | | | | 3.3* | 16* | 3.2 | FRI. | | | | 3.3* | 15* | 3.1 | FRI. |
| | | | 1.30 | | | | | | 3.3 | FRI. | | | | | | 2.5 | FRI. |
| | | | 1.45 | | | | 3.1* | 19* | 2.9 | FRI. | | | | 2.4* | 13* | 2.3 | FRI. |
| NBC TOMORROW SHOW-1 | | > | 12.30 | 3,810 | 4.9 | 3,190 | 4.1 | 17 | 4.5 | M-TH | 3,660 | 4.7 | 3,030 | 3.9 | 20 | 4.3 | M-TH |
| | | | 12.45 | | | | | | 3.9 | M-W | | | | | | 3.5 | M-TH |
| | | | 1.00 | | | | | | 4.4 | THU. | | | | | | | |
| | | | 1.15 | | | | | | 3.8 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 2.9 | THU. | | | | | | | |
| NBC TOMORROW SHOW-2 | 1 | > | 1.00 | 3,580 | 4.6 | 2,490 | 3.2 | 19 | 3.5 | M-TH | | | | | | | |
| | 2 | 1.00- 1.56AM | 1.00 | | | | | | | | 2,800 | 3.6 | 1,870 | 2.4 | 18 | 2.8 | M-TH |
| | | | 1.15 | | | | 3.5* | 18* | 3.5 | M-W | | | | 2.7* | 18* | 2.5 | M-TH |
| | | | 1.30 | | | | | | 3.1 | M-TH | | | | | | 2.1 | M-TH |
| | | | 1.45 | | | | 3.0* | 19* | 2.8 | M-TH | | | | 2.0* | 17* | 1.9 | M-TH |
| | | | 2.00 | | | | | | 2.5 | THU. | | | | | | | |
| | | | 2.15 | | | | 2.7* | 21* | 3.0 | THU. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 8,950 | 11.5 | 8,400 | 10.8 | 29 | 10.8 | M-F | 7,700 | 9.9 | 7,470 | 9.6 | 32 | 9.6 | M-F |
| ABC SUGAR BOWL GAME(S) | 1 | 2.00- 5.34PM | 2.00 | 33,770 | 43.4 | 18,130 | 23.3 | 44 | 20.3 | THU. | | | | | | | |
| | | | 2.15 | | | | 21.5* | 41* | 22.7 | THU. | | | | | | | |
| | | | 2.30 | | | | | | 23.6 | THU. | | | | | | | |
| | | | 2.45 | | | | 23.9* | 45* | 24.2 | THU. | | | | | | | |
| | | | 3.00 | | | | | | 24.7 | THU. | | | | | | | |
| | | | 3.15 | | | | 24.6* | 47* | 24.5 | THU. | | | | | | | |
| | | | 3.30 | | | | | | 22.9 | THU. | | | | | | | |
| | | | 3.45 | | | | 21.1* | 41* | 19.2 | THU. | | | | | | | |
| | | | 4.00 | | | | | | 22.8 | THU. | | | | | | | |
| | | | 4.15 | | | | 23.6* | 45* | 24.4 | THU. | | | | | | | |
| | | | 4.30 | | | | | | 26.1 | THU. | | | | | | | |
| | | | 4.45 | | | | 25.9* | 48* | 25.6 | THU. | | | | | | | |
| | | | 5.00 | | | | | | 25.7 | THU. | | | | | | | |
| | | | 5.15 | | | | 23.7* | 43* | 21.6 | THU. | | | | | | | |
| | | | 5.30 | | | | | | 12.2 | THU. | | | | | | | |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC AFTERSCHOOL SPECIAL(S) | 2 | 4.30- 5.30PM | 4.30 | | | | | | | | 11,980 | 15.4 | 8,400 | 10.8 | 27 | 9.7 | WED. |
| | | | 4.45 | | | | | | | | | | | 9.9* | 27* | 10.1 | WED. |
| | | | 5.00 | | | | | | | | | | | | | 11.5 | WED. |
| | | | 5.15 | | | | | | | | | | | 11.8* | 28* | 12.1 | WED. |
| CBS SUNRISE SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | TUE. | | | | | | | M-F |
| CBS SUNRISE SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS COTTON BOWL PARADE(S) | 1 | 10.00-11.30AM | 10.00 | 18,520 | 23.8 | 10,810 | 13.9 | 35 | 9.5 | THU. | | | | | | | |
| | | | 10.15 | | | | 10.6* | 30* | 11.7 | THU. | | | | | | | |
| | | | 10.30 | | | | | | 13.6 | THU. | | | | | | | |
| | | | 10.45 | | | | 14.4* | 36* | 15.2 | THU. | | | | | | | |
| | | | 11.00 | | | | | | 16.8 | THU. | | | | | | | |
| | | | 11.15 | | | | 16.7* | 37* | 16.6 | THU. | | | | | | | |
| CBS MAGAZINE(S) | 2 | 10.00-11.00AM | 10.00 | | | | | | | | 5,060 | 6.5 | 3,270 | 4.2 | 19 | 4.4 | THU. |
| | | | 10.15 | | | | | | | | | | | 4.2* | 19* | 4.0 | THU. |
| | | | 10.30 | | | | | | | | | | | | | 4.3 | THU. |
| | | | 10.45 | | | | | | | | | | | 4.3* | 20* | 4.2 | THU. |
| CBS TOURNAMENT-ROSES PARADE(S) | 1 | 11.30- 2.00PM | 11.30 | 26,530 | 34.1 | 15,090 | 19.4 | 37 | 17.5 | THU. | | | | | | | |
| | | | 11.45 | | | | 18.2* | 38* | 18.8 | THU. | | | | | | | |
| | | | 12.00 | | | | | | 19.2 | THU. | | | | | | | |
| | | | 12.15 | | | | 19.3* | 38* | 19.3 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 20.9 | THU. | | | | | | | |
| | | | 12.45 | | | | 20.8* | 39* | 20.7 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 20.5 | THU. | | | | | | | |
| | | | 1.15 | | | | 20.1* | 37* | 19.7 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 18.6 | THU. | | | | | | | |
| | | | 1.45 | | | | 18.5* | 34* | 18.4 | THU. | | | | | | | |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 6,540 | 8.4 | 6,380 | 8.2 | 26 | 8.2 | MTUWF | 5,680 | 7.3 | 5,450 | 7.0 | 27 | 7.0 | M-F |
| CBS AS THE WORLD TURNS-FRI(B) | 1 | 2.00- 3.00PM | 2.00 | 8,320 | 10.7 | 6,460 | 8.3 | 24 | 8.5 | FRI. | | | | | | | |
| | | | 2.15 | | | | 8.6* | 25* | 8.6 | FRI. | | | | | | | |
| | | | 2.30 | | | | | | 8.2 | FRI. | | | | | | | |
| | | | 2.45 | | | | 8.1* | 23* | 8.0 | FRI. | | | | | | | |
| CBS COTTON BOWL GAME(S) | 1 | 2.00- 5.15PM | 2.00 | 22,020 | 28.3 | 7,860 | 10.1 | 19 | 12.7 | THU. | | | | | | | |
| | | | 2.15 | | | | 11.8* | 23* | 11.0 | THU. | | | | | | | |
| | | | 2.30 | | | | | | 10.7 | THU. | | | | | | | |
| | | | 2.45 | | | | 10.6* | 20* | 10.6 | THU. | | | | | | | |
| | | | 3.00 | | | | | | 10.6 | THU. | | | | | | | |
| | | | 3.15 | | | | 10.3* | 20* | 10.1 | THU. | | | | | | | |
| | | | 3.30 | | | | | | 9.5 | THU. | | | | | | | |
| | | | 3.45 | | | | 10.8* | 21* | 12.0 | THU. | | | | | | | |
| | | | 4.00 | | | | | | 10.8 | THU. | | | | | | | |
| | | | 4.15 | | | | 10.1* | 19* | 9.3 | THU. | | | | | | | |
| | | | 4.30 | | | | | | 8.9 | THU. | | | | | | | |
| | | | 4.45 | | | | 8.5* | 16* | 8.0 | THU. | | | | | | | |
| | | | 5.00 | | | | | | 7.0 | THU. | | | | | | | |
| CBS PEACH BOWL(S) | 1 | 3.00- 6.04PM | 3.00 | 17,120 | 22.0 | 6,690 | 8.6 | 21 | 7.1 | FRI. | | | | | | | |
| | | | 3.15 | | | | 7.1* | 20* | 7.1 | FRI. | | | | | | | |
| | | | 3.30 | | | | | | 7.7 | FRI. | | | | | | | |
| | | | 3.45 | | | | 7.7* | 20* | 7.7 | FRI. | | | | | | | |

CONT'D

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS PEACH BOWL(S)-CONT'D | | | 4.00 | | | | | | 7.9 | FRI. | | | | | | | |
| | | | 4.15 | | | | 8.0* | 21* | 8.1 | FRI. | | | | | | | |
| | | | 4.30 | | | | | | 7.7 | FRI. | | | | | | | |
| | | | 4.45 | | | | 7.7* | 19* | 7.7 | FRI. | | | | | | | |
| | | | 5.00 | | | | | | 9.5 | FRI. | | | | | | | |
| | | | 5.15 | | | | 9.7* | 23* | 9.8 | FRI. | | | | | | | |
| | | | 5.30 | | | | | | 10.9 | FRI. | | | | | | | |
| | | | 5.45 | | | | 11.3* | 25* | 11.7 | FRI. | | | | | | | |
| | | | 6.00 | | | | | | 11.6 | FRI. | | | | | | | |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 6,850 | 8.8 | 6,460 | 8.3 | 22 | 8.3 | M-W | 5,210 | 6.7 | 4,980 | 6.4 | 18 | 6.4 | M-F |
| CBS AFTERNOON PLAYHOUSE(S) | 2 | 4.00- 5.00PM | 4.00 | | | | | | | | 8,710 | 11.2 | 6,070 | 7.8 | 20 | 6.9 | TUE. |
| | | | 4.15 | | | | | | | | | | | 7.1* | 19* | 7.2 | TUE. |
| | | | 4.30 | | | | | | | | | | | | | 8.3 | TUE. |
| | | | 4.45 | | | | | | | | | | | 8.4* | 21* | 8.6 | TUE. |
| CBS FESTIVAL OF LIVELY ARTS(S) | 1 | 5.15- 6.00PM | 5.15 | 4,980 | 6.4 | 3,110 | 4.0 | 7 | 3.4 | THU. | | | | | | | |
| | | | 5.30 | | | | | | 4.0 | THU. | | | | | | | |
| | | | 5.45 | | | | 4.3* | 8* | 4.6 | THU. | | | | | | | |
| NBC TODAY SHOW-8.30AM THU(B) | 1 | 8.30- 9.00AM | 8.30 | 4,200 | 5.4 | 3,500 | 4.5 | 20 | 4.7 | THU. | | | | | | | |
| | | | 8.45 | | | | | | 4.3 | THU. | | | | | | | |
| NBC NBC STAR SALUTE(S) | 1 | 10.00-11.30AM | 10.00 | 11,900 | 15.3 | 5,760 | 7.4 | 21 | 5.2 | THU. | | | | | | | |
| | | | 10.15 | | | | 5.7* | 20* | 6.2 | THU. | | | | | | | |
| | | | 10.30 | | | | | | 7.7 | THU. | | | | | | | |
| | | | 10.45 | | | | 7.8* | 23* | 7.8 | THU. | | | | | | | |
| | | | 11.00 | | | | | | 8.3 | THU. | | | | | | | |
| | | | 11.15 | | | | 8.6* | 21* | 8.8 | THU. | | | | | | | |
| NBC TOURNAMENT-ROSES PARADE(S) | 1 | 11.30- 2.00PM | 11.30 | 21,010 | 27.0 | 11,510 | 14.8 | 29 | 11.6 | THU. | | | | | | | |
| | | | 11.45 | | | | 12.1* | 25* | 12.6 | THU. | | | | | | | |
| | | | 12.00 | | | | | | 14.1 | THU. | | | | | | | |
| | | | 12.15 | | | | 14.4* | 29* | 14.8 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 15.4 | THU. | | | | | | | |
| | | | 12.45 | | | | 15.9* | 30* | 16.3 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 16.3 | THU. | | | | | | | |
| | | | 1.15 | | | | 16.0* | 30* | 15.8 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 16.5 | THU. | | | | | | | |
| | | | 1.45 | | | | 15.8* | 29* | 15.0 | THU. | | | | | | | |
| NBC ROSE BOWL FOOTBALL PRE(S) | 1 | 4.30- 4.45PM | 4.30 | 5,130 | 6.6 | 5,210 | 6.7 | 13 | 6.7 | THU. | | | | | | | |
| NBC ROSE BOWL GAME(S) | 1 | 4.45- 8.09PM | 4.45 | 33,220 | 42.7 | 17,040 | 21.9 | 37 | 6.6 | THU. | | | | | | | |
| | | | 5.00 | | | | | | 8.9 | THU. | | | | | | | |
| | | | 5.15 | | | | 12.0* | 22* | 15.1 | THU. | | | | | | | |
| | | | 5.30 | | | | | | 24.4 | THU. | | | | | | | |
| | | | 5.45 | | | | 24.9* | 45* | 25.4 | THU. | | | | | | | |
| | | | 6.00 | | | | | | 25.3 | THU. | | | | | | | |
| | | | 6.15 | | | | 23.9* | 40* | 22.5 | THU. | | | | | | | |
| | | | 6.30 | | | | | | 22.8 | THU. | | | | | | | |
| | | | 6.45 | | | | 23.6* | 38* | 24.4 | THU. | | | | | | | |
| | | | 7.00 | | | | | | 26.5 | THU. | | | | | | | |
| | | | 7.15 | | | | 26.5* | 42* | 26.5 | THU. | | | | | | | |
| | | | 7.30 | | | | | | 27.3 | THU. | | | | | | | |

CONT'D

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC ROSE BOWL GAME(S)-CONT'D | | | 7.45<br>8.00 | | | | 27.2* | 42* | 27.1<br>26.2 | THU.<br>THU. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.29AM | 8.15 | 1,790 | 2.3 | 1,790 | 2.3 | 23 | 2.3 | | 3,190 | 4.1 | 2,960 | 3.8 | 31 | 3.8 | |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 7,310 | 9.4 | 7,000 | 9.0 | 31 | 9.0 | | 6,920 | 8.9 | 6,610 | 8.5 | 30 | 8.5 | |
| ABC SCHOOLHOUSE ROCK-10.56AM | | 10.56-10.59AM | 10.45 | 7,470 | 9.6 | 7,240 | 9.3 | 31 | 9.3 | | 7,390 | 9.5 | 7,000 | 9.0 | 32 | 9.0 | |
| ABC DEAR ALEX & ANNIE-11.55AM | | 11.55-11.59AM | 11.45 | 6,690 | 8.6 | 5,600 | 7.2 | 24 | 7.2 | | 6,150 | 7.9 | 5,290 | 6.8 | 23 | 6.8 | |
| CBS SUNRISE SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,020 | 2.6 | 1,950 | 2.5 | 23 | 2.5 | | 3,110 | 4.0 | 3,030 | 3.9 | 28 | 3.9 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 4,360 | 5.6 | 4,120 | 5.3 | 35 | 5.3 | | 4,900 | 6.3 | 4,510 | 5.8 | 32 | 5.8 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 5,520 | 7.1 | 5,450 | 7.0 | 32 | 7.0 | | 6,610 | 8.5 | 6,220 | 8.0 | 36 | 8.0 | |
| CBS IN THE NEWS- 9.59AM | | 9.59-10.02AM | 9.45<br>10.00 | 6,920 | 8.9 | 6,610 | 8.5 | 31 | 8.5<br>8.6 | | 8,170 | 10.5 | 7,780 | 10.0 | 37 | 9.9<br>10.1 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 5,840 | 7.5 | 5,600 | 7.2 | 24 | 7.2 | | 6,540 | 8.4 | 6,220 | 8.0 | 27 | 8.0 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 5,990 | 7.7 | 5,840 | 7.5 | 24 | 7.5 | | 6,380 | 8.2 | 5,680 | 7.3 | 24 | 7.3 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 7,000 | 9.0 | 6,150 | 7.9 | 23 | 7.9 | | 6,150 | 7.9 | 5,680 | 7.3 | 24 | 7.3 | |
| CBS IN THE NEWS-12.26PM | 2 | 12.26-12.29PM | 12.15 | | | | | | | | 7,000 | 9.0 | 6,380 | 8.2 | 25 | 8.2 | |
| CBS CBS NFL PLAYOFF-SAT.(S) | 1 | 12.30- 4.03PM | →GRID<br>4.00 | 31,350 | 40.3 | 18,750 | 24.1 | 57 | <br>24.8 | | | | | | | | |
| CBS IN THE NEWS-12.56PM | 2 | 12.56-12.59PM | 12.45 | | | | | | | | 5,760 | 7.4 | 5,450 | 7.0 | 23 | 7.0 | |
| CBS IN THE NEWS- 1.26PM | 2 | 1.26- 1.29PM | 1.15 | | | | | | | | 5,910 | 7.6 | 5,450 | 7.0 | 23 | 7.0 | |
| NBC TIME OUT-8:28AM | | 8.28- 8.30AM | 8.15 | 1,790 | 2.3 | 1,790 | 2.3 | 23 | 2.3 | | 2,020 | 2.6 | 1,950 | 2.5 | 21 | 2.5 | |
| NBC ASK NBC NEWS-8:58AM | | 8.58- 9.00AM | 8.45 | 2,260 | 2.9 | 2,180 | 2.8 | 20 | 2.8 | | 2,570 | 3.3 | 2,410 | 3.1 | 18 | 3.1 | |
| NBC TIME OUT-9:28AM | | 9.28- 9.30AM | 9.15 | 3,350 | 4.3 | 3,190 | 4.1 | 20 | 4.1 | | 3,350 | 4.3 | 3,270 | 4.2 | 19 | 4.2 | |
| NBC ASK NBC NEWS-9:58AM | | 9.58-10.00AM | 9.45 | 3,500 | 4.5 | 3,500 | 4.5 | 18 | 4.5 | | 3,660 | 4.7 | 3,500 | 4.5 | 17 | 4.5 | |
| NBC TIME OUT-10:28AM | | 10.28-10.30AM | 10.15 | 3,970 | 5.1 | 3,730 | 4.8 | 17 | 4.8 | | 3,270 | 4.2 | 3,110 | 4.0 | 14 | 4.0 | |
| NBC ASK NBC NEWS-10:58AM | | 10.58-11.00AM | 10.45 | 5,060 | 6.5 | 4,820 | 6.2 | 22 | 6.2 | | 4,120 | 5.3 | 3,970 | 5.1 | 18 | 5.1 | |
| NBC TIME OUT-11:28AM | | 11.28-11.30AM | 11.15 | 5,600 | 7.2 | 5,520 | 7.1 | 23 | 7.1 | | 4,120 | 5.3 | 4,050 | 5.2 | 18 | 5.2 | |
| NBC ASK NBC NEWS-11:58AM | | 11.58-12.00NN | 11.45 | 6,540 | 8.4 | 6,150 | 7.9 | 24 | 7.9 | | 4,820 | 6.2 | 4,670 | 6.0 | 20 | 6.0 | |
| NBC TIME OUT-12:28PM | | 12.28-12.30PM | 12.15 | 5,910 | 7.6 | 5,680 | 7.3 | 21 | 7.3 | | 3,730 | 4.8 | 3,500 | 4.5 | 15 | 4.5 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 2 | 10.30-11.05AM | →GRID<br>11.00 | | | | | | | | 3,660 | 4.7 | 3,030 | 3.9 | 14 | <br>3.8 | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 3,030 | 3.9 | 2,960 | 3.8 | 14 | 3.8 | | 3,350 | 4.3 | 3,190 | 4.1 | 14 | 4.1 | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 2,650 | 3.4 | 2,410 | 3.1 | 10 | 3.1 | | 2,490 | 3.2 | 2,410 | 3.1 | 10 | 3.1 | |
| CBS IN THE NEWS- 8.26AM-SUN. | | 8.26- 8.29AM | 8.15 | 780 | 1.0 | 620 | .8 | 10 | .8 | | 780 | 1.0 | 700 | .9 | 10 | .9 | |
| CBS IN THE NEWS- 8.56AM-SUN. | | 8.56- 8.59AM | 8.45 | 540 | .7 | 540 | .7 | 6 | .7 | | 700 | .9 | 620 | .8 | 6 | .8 | |
| CBS CBS NFL CHAMPIONSHIP GAME(S) | 2 | 1.00- 4.12PM | →GRID<br>4.00 | | | | | | | | 37,730 | 48.5 | 27,150 | 34.9 | 67 | <br>38.5 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NFL PLAYOFF GM-SUN(S) | 1 | 12.30- 3.50PM | →GRID 3.45 | 34,930 | 44.9 | 22,720 | 29.2<br>32.1* | 61<br>59* | 23.3 | | | | | | | | |